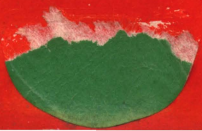




The Coin Machine Review

MAY, 1942



POSITIVELY THE

best.....

MUSIC BUYS IN THE WEST!!

Wurlitzer model 950
Wurlitzer model 850
Wurlitzer model 750
Wurlitzer model 600
Wurlitzer model 616
Wurlitzer model 500
Wurlitzer model 412

Wurlitzer model 24
Wurlitzer model 61 and 71
Counter Machines
Mills Throne of Music
Mills Empress
Seeburg, 9800 RC
Seeburg, 8800 RC

Seeburg Colonel RC
Seeburg Majors RC
Seeburg Classics
Seeburg Vogues
Seeburg Regals
Seeburg Gems
Seeburg Royales

HIDE-AWAY UNITS

TWIN TWELVES in metal cabinets
Rock-Ola PLAY MASTERS, equipped
for 30 wire boxes
PHILBIN Units
Seeburg ROYALES with Seeburg
Adapters
Seeburg ROYALES with Seeburg
Remote Control Adapters

USED WALL BOXES

1940 Buckleys
Wurlitzer 320's
Wurlitzer 332's
Wurlitzer 331's
Keeney
Pla-Mor
Philbin
Rock-Ola

Get BUCKLEY BOXES Now!

Only a limited supply of BUCKLEY BOXES remain in our two offices. We endeavored to anticipate needs for a few months ahead but with our factory closed on new production, our limited supply will vanish quickly. We cannot urge you too strongly to anticipate your requirements now and visit our nearest office at once. BUCKLEYS will serve for the duration and will give unfaltering service. You cannot bank on a better box than BUCKLEY.

SEE US for SPEAKERS, CABINETS, PARTS

We have one of the most complete stock of Parts, Speakers, Cabinets, Tubes, Amplifiers, Needles, etc. on the West Coast. We hope to be able to take care of all emergency requirements during the war months. We invite the music operators of the West to visit our Service Departments and examine the auxiliary equipment we have to offer. You'll find the line complete and adequate to fit your most exacting requirements.

BUY WAR BONDS WITH YOUR SAVINGS AT GENERAL MUSIC

GENERAL MUSIC CO.

2277 West Pico Blvd.
Los Angeles, California

1157 Post Street
San Francisco, California

THE Coin Machine Review

MAY, 1942

The COIN MACHINE REVIEW for May, 1942, Vol. 9, No. 11, Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE, Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, CENTral 1112. PORTLAND, Ore. OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 per year or \$2.00 for 3 years. 25c per copy.

JUNE TAX CALENDAR

June 1

FEDERAL TAXES ON ADMIS- SIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (IN- CLUDING RETAILERS' AND MANU- FACTURERS' EXCISE TAXES). Tax- payers. Return and payment of tax for preceding month to Collector of Internal Revenue.

June 15

FEDERAL INCOME TAX. With- holding Agents. Pay to Collector of Internal Revenue tax withheld at the source.

FEDERAL INCOME TAX. Tax- payers. Last day for citizens abroad (in- cluding persons in military and naval service on duty outside the United States), foreign partnerships and domestic corporations whose records are abroad or whose principal income is from United States possessions, to pay first quarterly install- ment plus 6 per cent interest, and second quarterly installment to the Collector of Internal Revenue at Baltimore, Maryland, if returns are so filed that payment is due on this date.

FEDERAL INCOME AND EXCESS PROFITS TAX. Citizens, Residents, Fiduciaries, Domestic Corporations and Domestic Partnerships. Last day to pay second quarterly installment to the Collector of Internal Revenue; also last day for domestic corporations to pay second quarterly installment of excess-profits tax.

FEDERAL INCOME TAX. Non-resi- dent Aliens and Non-resident Foreign Corporations. File returns with, and make full or first quarterly payment, to Col- lector of Internal Revenue, if taxable year is calendar year.

June 20

FEDERAL INCOME TAX. With- holding Agents. Monthly return of tax withheld on bond interest for the preced- ing month to be filed with the Collector of Internal Revenue.

Buys Defense Stamps

NORWICH, Kan.—The grass isn't grow- ing under the feet of the daughter of op- erator W. R. Doze. No sir! Every other day this 12-year-old purchases a 25c Defense Stamp. "And," adds the proud daddy, "I'm buying all the Bonds I can, too!"

On the Cover

Lovely Barbara Wilson was right on tap when the fishing season opened on May 1st. Barbara isn't completely for- eign to water for she won the 1941 Bathing Beauty Content at Venice, Calif. Photo was made especially for the May REVIEW cover by Orville Logan Snider.

Candy Men to Meet

CHICAGO—The effects of war on candy will receive principal consideration at the 59th Annual Convention of the National Confectioners' Association, which will be held in New York, June 8 to 11, according to Philip P. Gott, president of the Associa- tion.

The discussion of war effects upon the confectionery and related industries will range from the production of raw materials to the delivery of the finished product, Gott said. A raw material forum will deal with the availability of supplies and the restric- tions of government orders with respect to such important ingredients as dairy prod- ucts; nuts and fruits; corn products; flavor- ing extracts; fats and oils, as well as sugar and chocolate, on which price ceilings and government restrictive orders already have been issued.

With a shortage of packaging materials, including paperboard boxes, tin cans and wrappings, including cellophane, glassine and other papers, discussion will relate to how candy manufacturers can make a lim- ited supply cover more pounds.

Herman L. Hoops of Hawley & Hoops, New York City, has been appointed chair- man of the General Convention Committee.

Sluggers Dealt Blow

NEW YORK—Five defendants who were indicted in New York City nearly a year ago in connection with the manufacture and sale of slugs entered pleas of guilty on April 20 of violating the mail fraud statute in sending slugs through the mail. Two re- ceived prison sentences, and in the cases of the other three sentence was suspended and they were placed on probation for two years.

Philip O. Flint of De Vere Novelty Co., Dayton, Ohio, was sentenced one year and one day in prison, this sentence to run concurrently with a sentence imposed in United States Court at Cincinnati, Ohio. Jacob S. Yanover, Eureka Novelty Co., at Columbus, Ohio, was sentenced to 18 months in prison, this sentence to run concurrently with a 15 months' sentence received last November.

Warren E. Flint of J. & G. Manufacturing Co., Dayton, Ohio; Clarence G. Hodapp of Globe Stamping Co., and Formico Novelty Co., Dayton, Ohio, and David Jones, Avail Research News Agency, Philadelphia, re- ceived suspended sentences and two years probation.

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

No Worry On Nuts

CHICAGO—Operators of peanut vend- ing machines should not become unduly alarmed it was pointed out here this week for by late July prices will again be down and supplies will be plentiful.

The shortage now being experienced has resulted from a number of factors—the in- creased recognition of peanuts as a food product, their wide use for the armed forces and the lend lease program, plus a growing demand for peanut oil.

It was apparent that a much larger crop of this important product would be needed, so it was necessary to use a good percentage of the remaining supply of peanuts to seed the large increase in peanut acreage—in some territories reaching as high as 62 per- cent greater than last year's acreage.

Naturally, when Spanish peanuts were "frozen" for seed, a heavy demand was placed on Virginias and Redskins, shooting the price up double that of a year ago. But when the new crop of Spanish comes on the market in late July, there should be more than sufficient to cover all government and civilian needs, and the price will be more in line with that in the past. This also will have its effect on the Virginias and Redskins, returning them to their normal cost.

It therefore behooves the vending opera- tor to watch his portions closely. Although it is believed sufficient stocks are available to keep machines supplied until late July still an operator cannot afford to portion out the same amount of peanuts today when he is paying 18c a pound as he did a short time back when nuts were 8c a pound.

Laymon Has Camera Line

LOS ANGELES—Paul A. Laymon has been appointed distributor for the Kirk Stereo Camera and Viewer, an "eye ap- pealing" article for premium use on sales- boards.

The camera, as simple to operate as an ordinary Brownie, takes third dimension pictures which are viewed through the spe- cial Viewer. Pictures may be taken in black and white or in color. Each click of the lens takes the subject twice. When fin- ished prints are received from the develop- ers each pair is mounted in special frames for insertion in the Viewer.

The Viewer itself contains two flashlight batteries and bulbs. When the picture frame is inserted a slight pressure exerted on the top of the unit causes the bulbs to light and one sees the picture in beautiful realistic third dimension.

Laymon reports an excellent response from salesboard operators who have found the Camera and Viewer the hottest sales- board item in years.

COIN
MACHINE
REVIEW

3

FOR
MAY
1942

CLEANOUT SALE

IMMEDIATE DELIVERY

AUTOMATIC-PAYTABLES

Turf Kings, Brand New	\$300.00
Jockey Clubs, Used	225.00
Facemaker	98.00
Grandstands	79.50
Thistledown	69.50
Rebuilt Sport Pages	59.50
Rebuilt Blue Ribbons	52.50
Rebuilt Fairgrounds	36.50
Fairgrounds	16.50
Preakness	9.90
Turf Champs	14.50
Bally's Carom	10.50
Bally's Roundup	4.90
Bally's Jumbo	3.90
Bally's Stables	16.50
Stoner Air Races	5.50

CONSOLES

Keeney's Dark Horse	\$12.50
Jen. Flat Top Liberal	
Bell	12.50
Jen. Flat Top Derby	
Days	12.50
Jen. Slant Top Marble	
Finish	38.50
Jen. Multi Racers	39.50
Exhibit Tanforan	14.50
Sugar Kings St'l Cab.	39.50
Paces Saratoga	
1939 model	59.50
Paces Saratoga	
1940 model	89.50
Bally's Royal Draw	104.50
Mills Four Bells—4—5c	
play, late model	465.00

COUNTER GAMES

Mercury Cig. 1c	\$10.50
Tot Cig. 1c	9.50
Ginger Cig. 1c	7.90
Sparks Cig. 1c	8.80
Imps Cig. 1c	3.90
Cubs Cig. 1c	4.80
Penny Pack Cig. 1c	2.90
Groetchen 21 Bk. Jack.	9.90
Reel Spot	3.90
Vest Pocket Green	24.50
Bally's Millwheel	3.80
Bones Dice Game	16.50
A.B.T. Pistol Gun	9.50
A.B.T. Challenger Pistol	
Gun	15.50

FREE PLAY GAMES

Bounty Free Play	\$ 7.50
Spottem Free Play	12.50
Chevron Free Play	14.50
Variety Free Play	14.50
Vogue Free Play	14.50
Champion Free Play	14.50
School Days Free Play	38.50

SLOT MACHINES

5c Mills Bonus	
Brand New	\$234.50
10c Mills Bonus	
Brand New	239.50
5c Mills Gold Chrome	
Bells, Brand New	234.50
10c Mills Original Chrome	
Bells, Brand New	244.50
5c Mills B. F. Light	
Cab. Club Halls	
Ser. No. 441111	99.50
25c Mills Bonus (Clean)	
Ser. Nos. 462234 to	
452140	148.50
5c and 25c Paces De-	
luxe Comets Slug	
Rej. (Clean), Ser.	
Nos. GR 52911 to	
GR 53633	79.50
5c Mills B. F. Light	
Cab., Ser. Nos.	
352539 to 423781	72.50
5c Mills B. F. Dark	
Cab., Ser. Nos.	
323697 to 410014	62.50
5c Mills War Eagle 3-5	
pay't, Ser. Nos.	
333752 and 351510	68.50
5c Mills Extraordinary	
Mytr. pay't.	68.50
5c Mills Bell Goose-	
neck 2-4 pay't.	24.50
5c Mills F.O.K. Mint	
Vdor 2-4 pay't.	
Escalator type	23.50
5c Mills new Q. T.,	
Ser. No. 21837	64.50
1c Mills new Q. T.,	
Ser. No. 21836	60.00
5c Paces Mytr Payout,	

Dark Blue Front,	
Ser. Nos. FB47954M	
to FB3856M	49.50
1c Mills used Q. T.,	
Green Front	32.50
10c Paces Mytr pay't,	
Dark Blue Front,	
Ser. Nos. FB30835	
to FB30000M	52.50
5c Paces Comet 2-4	
payout, Twin J'pot,	
Ser. Nos. FS22551	
to FS14583	24.50
10c Paces Comet 2-4	
payout, Twin J'pot,	
Ser. Nos. FS21176	
to FS 17453	26.50
25c Paces Mytr pay't	
Dark Blue Front	
Ser. No. FB 44675G	52.50
5c Watling late Ch'y	
B. Rol top	59.50
5c Watling Rol Top	
Mytr payout	52.50
1c Watling Goose-neck	18.50
5c Gaille Cadet Mytr	
pay't Red	38.50
10c Gaille Cadet Mytr	
pay't Red	42.50
5c Pace Front Vendor,	
2-4 pay't.	21.50
5c Jen. Front Vendor,	
2-4 pay't.	18.50
1-5c Pace Mytr Pay't,	
Ser. No. EB87848M.	28.50

LEGAL EQUIPMENT

Evans Ten Strike	\$ 49.50
Stewart & McGuire 8	
Column Cigarette	
Machine Vendor	42.50
Wurl. Phonograph 71,	
Counter model	140.00
Wurl. Phonograph,	
24 Model	138.50
Beer Tavern Chairs, each	1.00
Beer Tavern Tables, each	2.00
Used Beer Tavern Equipment,	
Chrome Booths & Tables	
(WRITE FOR PRICES).	

Terms: 1/3 Deposit, Bal. C.O.D. F.O.B. Lewiston, Idaho

A. E. CONDON SALES CO.

913 Main Street
Lewiston, Idaho

SEATTLE

SEATTLE—Record Row lost its most illustrious personality when Maybel Dace called it a career a few weeks ago. Many colorful figures have flashed across Disc-land's screen in the past decade, but few could match this dark, well-groomed lady for business acumen, wide orchestral knowledge, and keen music sense. As manager of Harper-Meggee's Seattle record department, there was little "dead" stock clogging the shelves, because Maybel bought wisely and well.

Her debut as a wax merchandiser came about in 1923 at Boise, Idaho. She was a front-line performer when phono records soared to the peak of 1927-28. She was a first-hand observer when radio swept in and pushed the discs to their lowest depths in 1931 and 1932. And when she joined Harper-Meggee's staff in 1933 as a one-woman record department, the rising trend was barely perceptible. Radio, The Disc Killer, became Radio, the Great Reviver; coupled with automatic music, the spiral once again zoomed upward. The previous high marks of '27 and '28 limped behind as sales avalanched toward dizzy heights, reached never-before-attained volume.

As Maybel Dace bades farewell to the Row, Phono Record, like a strong man who doesn't know his own strength, spins faster, ever faster, on the Volume Needle,

toward greater sales, greater popularity, greater glory.

Punching Around with the Punchboard People—Possessor of a 37-year-old nickname is broad, bald Nate "Ginger" Lippman, Harlich Mfg. Co.'s glib-lipped Oregon and Washington word-weaver. When he was a six-year stripling, Nate enacted the role of the Ginger Bread Man in a school skit, and from then on he was a monickered man . . . They're with that army bunch—tra-la-la—and not behind the punch—tra-la-la-la: saluting Superior's Joe Brodsky and Blackhawk's Irv Secore, latest Coin-land contributors to the war effort . . . Acme Punchboard's eye-opening, form-filling Mrs. Vivian Gleasner spent a relaxful three weeks pleasuring with Syb Stark . . . His eyes strain skyward. There is a nervous expectancy, a tenseness about his every move. Enemy bombers? Let 'em come—just so they don't interfere with the pilot Stork ferrying a new bit of humanity into the domain of Fred Walther, Gardner representative, whose household is already esconced with a year-and-a-half-old boy.

COININGS ON THE CUFF—Sunset Electric's roving Northwest ambassador of vim, vitality, and major league results in the Record League is now working out of

(See SEATTLE, Page 6)

YOUR PRINTING IS YOUR SILENT BUTLER

See that when it opens a door for you, it makes the right impression. The Coin Machine Industry demands "Individuality." "Economy." "Speed." You get these plus lowest Western quotations from

HOLDSWORTH PRINT SHOP

128 South Alma St., Los Angeles AN 16077

CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now.

Buy package labels today.

If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER

New York, New York

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

4

FOR
MAY
1942

How Do YOU Rate as a Vending Machine Operator?

It's a blank-filling time. You have—or will have—blanks to fill out for taxes and licenses, for military service, and for civilian defense duty. With all of that, you should be in a proper mood to fill in one just for your own personal gain—and you should be able to do it as conscientiously as you would any of the others.

The blanks have to do with your business, the operation of vending machines, from which you make your living. The importance of the blanks is just as important to you as it is that you make a living, and whether you fill them correctly or not, there's some sound suggestion in each question that should help you to increase your business, do a better job more quickly, more easily, more efficiently.

Actually, the blanks form a test of your rating as a vending machine operator. There's nothing very hard about it, the quiz is about like the ones your youngster gets in school, or like the ones you may have taken in school save, as we say, that it applies to vending machines.

So whip out your pencil. Don't think too much about each question before you answer it. Your first reaction is most likely to be the correct one. And don't peek at the answers. After you've finished, then look. If you've hit fifteen out of fifteen, you're on the top—and don't fall off! If you've gotten less than fifteen of them correct, you'd better do something about it. Here they are:

1. Do you vend merchandise you yourself wouldn't eat? Yes..... No.....
2. Do you let locations talk you out of a bigger commission than you ordinarily pay? Yes..... No.....
3. Which do you consider of more importance when buying merchandise? Quality..... Price.....
4. Do you make it a point to keep machines clean and sanitary inside and out? Yes..... No.....
5. When soliciting locations should you find another machine already installed, what would you do?(1) Walk out.(2) Offer larger commission.(3) Determine whether the service from the machine was satisfactory to the location.
6. When servicing machines to which of the following would the location liken you?(1) Clark Gable.(2) A member of the House of David.(3) Benny, the Bum.(4) A business man.
7. Do you keep an accurate and concise record of every machine on your route? Yes..... No.....

8. Do you make a periodic survey of your territory? Yes..... No.....

9. How about that personality—does the location rate you as(1) a friend.(2) a wise guy.(3) an old sourpuss. (Be truthful now!)

10. Would you be able to prove identity of your machines if the occasion arose? Yes..... No.....

11. Do you suit globe sizes to requirements of the location? Yes..... No.....

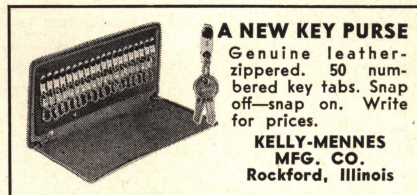
12. Do you let idle machines accumulate for want of a few repairs or adjustments? Yes..... No.....

13. Do you follow a definite replacement program, weeding out the deadwood and keeping all machines at their highest earning capacity? Yes..... No.....

14. Do you make an honest effort to keep down your operating costs, car expense, etc.? Yes..... No.....

15. Is your selection of equipment determined by(1) price.(2) actual location test.(3) efforts of high pressure salesmanship?

Now turn to page 9 for the correct answers, and be prepared to burst some buttons off your vest, or crawl under the desk.



BADGER'S AMUSEMENT MACHINE BARGAINS

NEW COUNTER GAME
POISON THIS RAT



New Propaganda Game. 1c Counter, 100% Skill Game. Legal everywhere. Real player appeal. Handsome cabinet. Colorful playing field. Size 24-in. high, 15-in. long. The Arcade hit game you've been waiting for.
PRICE ONLY 39.50

Guaranteed Reconditioned Amusement Machines. Get Your Share of These Bargains

Chicago Coin Hockey.....	Write
Mutoscope Ace Bomber.....	Write
Mutoscope Drivemobile	Write
Mutoscope Punching Bag.....	\$194.50
Keeney Air Raider.....	149.50
Baker's Sky Pilot.....	129.50
Mutoscope Sky Fighter.....	194.50
Bally Rapid Fires.....	149.50
Scientific Batting Practice.....	139.50
Watling Fortune Teller Scales....	59.50
Jennings Roll-in-the-Barrel	89.50
Western Baseball	79.50
Exhibit's Vitalizer	69.50
Arcade Super Grip.....	59.50
Groetchen Skill Jump.....	69.50
Gottlieb's Skee-Ball-Ette	59.50
Rock-Ola Ten Pins.....	49.50
Rock-Ola Lo-Boy Scale.....	39.50
Bally Alleys	19.50
A.B.T. Target Skill.....	19.50
Pike's Peak	12.50
Kicker and Catcher.....	16.50
Gottlieb 3-Way Gripper.....	16.50

BADGER SALES COMPANY

1612 WEST PICO BLVD.

DRexel 4326

LOS ANGELES, CALIF.

OPERATORS! Workmen's Compensation Insurance!

\$25.00 DEPOSIT WITH POSSIBILITY DIVIDEND REFUND OF \$5.00 to \$10.00

Why Pay More? Get Details Now!

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

5

FOR
MAY
1942

SEATTLE

(Continued from Page 4)

the Portland branch. Meaning Al Muir, of course—of whom the sales bells toll . . . "It's wonderful! Wonderful, I tell you! Positively wonderful!" You'll hear it a dozen times a day around the Decca office, where Joy Davis and Virginia Mattern cannot reconcile their emotions to the ecstasy of being in love. Joy's heart-throb affair culminates on June 27 when she and Dave Barry, a Seattle College accountant, trip down the middle aisle. Virginia's pulse-pounder is Bob Floren, Iowa engineer, employed at Boeing Aircraft.

"Curly" Gohr tried to show Operator-Race Horse Owner Al Brashem the proper method of training nags, and wound up with a horseshoe plastered to the seat of his trousers and a hospital cot next to his skin . . . Vet Operator Cliff Knowles' 22-year-old son Bob has resigned from the faculty of the Moses Lake primary school to join the Navy. Right now he's specializing in physical education at Norfolk, Va., where he'll soon be commissioned an officer.

The Vacation Ball has started rolling—Margaret Pennick is massaging the typewriter keys after a two-week refresher in California . . . C. R. Merrill, formerly with Northwest Sales, is now shining for Nat Schoen in Portland . . . Tom Curry, Harper-Meggee's Portland manager, has added "also Seattle branch manager" to his calling card now that Maybel Dace has exited.

Louis Karnofsky

"I saw some rats running around. Why don't you get some rat biscuits for them?" "Get some rat biscuits for them? If they don't like what we eat they can starve!"

* * *

WANTED

We will pay top prices for any Late Bally Marble Game or Keeney Fortune and Contest, also Mills Late Slot Machines and Arcade Equipment.

STEWART NOVELTY CO.

FOR SALE

CONSOLES

Baker's Pacers, Daily Double	\$235.00
Evans Galloping Dominos	65.00
Evans Gal. Dom., Late Head	185.00
Evans Rolletto Jr., Late Head	185.00
Exhibit Races, 7 Coin Play	60.00
Exhibit Tanforan	60.00
Keeney Track Time, Red Head	75.00
Keeney Triple Entry	175.00
Jennings Liberty Bell	40.00
Jennings Flashing Through	60.00
Mills Flasher	95.00
Bally Rays Track	75.00

FOR SALE

PAY TABLES

Bally Grand National	\$130.00
Bally Grand Stand	105.00
Bally Thistle Down	85.00
Bally Fair Ground	40.00
Bally Fleetwood	30.00
Bally Preakness	23.00
Bally Carom	18.50
Western's Derby King	55.00
Western's Center Smash	12.50
Western's Flying High	12.50
Stoner Turf Champ	22.50
Gottlieb Daily Races	15.00

PHONE 35055

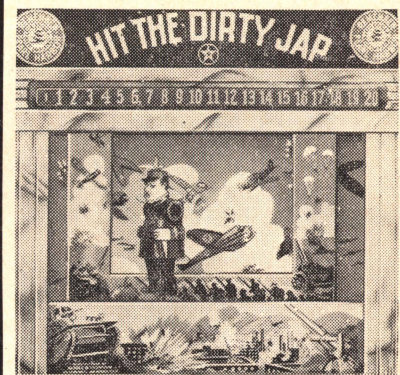
133 EAST SECOND SOUTH
SALT LAKE CITY, UTAH

Punchboards Aid Sales

NEW YORK—For the first time since War II started, the U. S. Treasury Department this month has a campaign to sell War Bonds and Stamps which employs almost all the tricks and technique common to advertising. Scheduled to run during May and sponsored by the drug industry, the campaign may finally show the Government how advertising can help fight the war. The goal: \$20,000,000 worth of 25c War Stamps.

For the first time the promotion specifies the war material which money spent for stamps will buy. Window streamers, counter cards and newspaper copy will all push stamp sales. Radio will be used. Druggists plan, wherever possible, to give their customers change in quarters, slipping each quarter into a little card which says: "This quarter will buy 12 bullets. Use it to buy a 25c War Savings Stamp here — right now."

Significant as far as the industry is concerned, many druggists will sell a try on a punchboard for a 25c stamp; customers who are lucky enough to punch out the name A. Hitler get a prize.



CHICKEN SAM OPERATORS "HIT THE DIRTY JAP"

Deluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines

Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

**This Is Red Hot—
Order Now and Cash In**

\$1500 Complete F.O.B. San Antonio, Texas. Terms: 50% with Order, Bal. C.O.D. (Payment in full with order will save C.O.D. fee.)

**HITLER UNITS SAME PRICE
Samples Sold With Money Back
Guarantee If Not Satisfied
BONA FIDE DISTRIBUTORS, WRITE
Manufactured Exclusively by**

**HAROLD W. THOMPSON
(Seeburg Phonograph Distributor)
415 Carolina St., San Antonio, Texas**

BELLS

GENUINE FACTORY REBUILTS! WRITE FOR PRICES
Blue Fronts — Brown Fronts — Gold Chrome
Bells — Chrome Bells — Bonus Bells — Melon
Bells — War Eagles — Roman Bells — Cherry Bells
1c — 5c — 10c — 25c — 50c

SKILL GAMES

Western's Baseball '39	
Comb. F.P.&P.O.	\$ 94.50
Batting Practice	134.50
Seeburg Shoot the Chutes	104.50
Evans Ten Strike	79.50
Anti-Aircraft, Mar'glo	52.50
Anti-Aircraft, Brown	59.50
Photomatic	695.00
Exhibit's Vitalizer	69.50
Bally Alley	59.50
Skeeball'ette	79.50
View-a-Scope	24.50
Film-a-Scope	19.50
Keep 'Em Bombing, Brand New, No Tax	22.75

Special!

12 1c Automatic Stores
4 Compartment Peanut Vendors — Like New.

\$10.00 Each

LAVAL CLEANER

Finest for Pin Games and Phonographs

\$2.50 PER GALLON

PAYTABLES

Kentucky, J.P.	\$197.50
Sport King, J.P.	144.50
Grand National, J.P.	109.50
Pacemaker, \$45 J.P.	109.50
Grandstand, \$45 J.P.	89.50
Thistledown, \$45 J.P.	79.50
Hawthorne, \$50 J.P.	79.50
Seabiscuit, \$45 J.P.	79.50
Sport Page	64.50
Mills 1-2-3	59.50

PHONOGRAPHS

Colonel 1940, E.S.	\$319.50
Major 1940, E.S.	299.50
Commander E.S.	294.50
Royale 1938	119.50
Model H-12 Rec., Keyboard	69.50
Model C-12 Records	59.50

WURLITZERS

616-16 Records	\$ 79.50
412-12 Records	59.50
P12-12 Records	54.50
41-1940 Counter	119.50
61-1939 Counter	89.50

MILLS

Throne of Music	\$159.50
Empress, 1941	209.50

ROCK-OLA

Super 40	\$229.50
Master 40	219.50
Deluxe 1939	179.50
Standard 1939	169.50
Imperial 20, 20 Records	109.50
Rhythm Master 16	69.50

CONSOLES

10c or 25c Mills Golf	
Ball Vendor	\$245.00
Mills 4 Bells, 5c	375.00
Mills 3 Bells	
Factory Rebuilt	545.00
Evans Galloping Dominos, Black	79.50
'40 Galloping Dominos	179.50
Evans Lucky Lucie '40	189.50
Bally High Hand	189.50
Watl. Big Game, P.O.	114.50
Mills Jumbo, F.P.	134.50
Mills Jumbo, P.O.	114.50
Pace Saratoga, P.O.	79.50
Saratoga, F.P. & P.O.	179.50
Keeney '38 Skill Time	119.50
Evans Bangtails, Red	97.50
Mills Square Bell	79.50
Jenn. Fast Time, F.P.	97.50
Jenn. Fast Time, P.O.	89.50
Jenn. Liberty Bell, Flat	39.50
Jenn. Liberty Bell, Sl.	44.50
Bally Royal Flush	59.50
Beulah Park	79.50
China Boy	49.50
Exhibit's Tanforan	49.50
Groetchen's Sugar King	59.50
Buckley Track Odds, Round Head	129.50
Buckley Flashing Ivorys, Round Hd.	129.50

SEND FOR COMPLETE PRICE LIST TODAY!

TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY
PERSONAL
SERVICE

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

6

FOR
MAY
1942

Final Offering of BRAND NEW GAMES

Due to the failure of the original consignee to pick up shipment we are able to offer Western operators a large shipment of brand new

Bally LONGACRES at only \$298.50

(Console Model — \$308.50)

Orders filled in the same order as received and as long as our limited quantity lasts. REMEMBER there will be no more new games for the duration so get your order in now for this last offering of brand new, factory-fresh, games by Bally. A deposit of \$100 required on each machine ordered. RUSH . . . TODAY!

On Hand: 4 HIGH HAND, automatic free play and convertible games. Only 3 weeks old. WRITE FOR PRICES.

Brand New: Genco's FOUR ACES \$165.00

Equipment is going to be mighty scarce in the months ahead and fewer and fewer jobbers and distributors will be able to supply anything you might require SO ACT NOW. GET YOUR ORDER IN TODAY.

IRVING BROMBERG CO.

935 Venice Boulevard

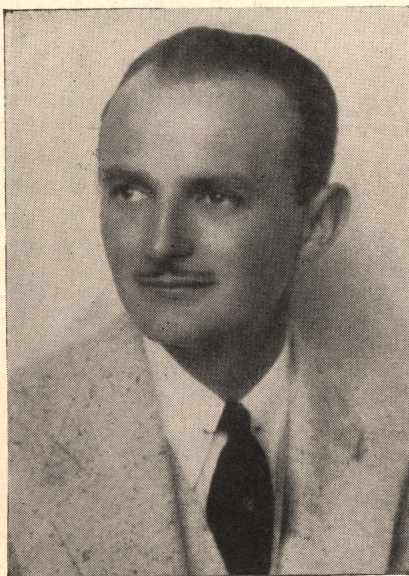
Prospect 7387

Los Angeles, Calif.

COIN
MACHINE
REVIEW

7

FOR
MAY
1942



Budge Wright, popular head of Western Distributors, Portland, who has just placed a Penny and Nickel change-maker on the market.

Change Maker Debuts

PORTLAND—Budge Wright, well known manager of Western Distributors in Portland, has just announced a new piece of equipment that will be welcomed by all operators desirous of serving their locations to better advantage.

Known as the Penny and Nickel Nudger these two new coin changers are made of

wood with no critical materials embodied in them, can be promptly supplied to all operators in unlimited quantities and provide one of the best good-will items ever offered an operator to leave with his locations.

Both machines dispense coins in multiples of five, ten or twenties, nickels or pennies, accurately and promptly. The devices are unbreakable and foolproof, occupy little space and are being welcomed by bars, tap-rooms, cigar stands and penny arcades where they have been found to speed up play, increase location profits and create customer good-will. Machines hold either

200 nickels or about 250 pennies, can be easily reloaded and have no mechanism to get out of order.

Prices quoted by Western Distributors are so attractive that dozens of operators are buying them to leave with their preferred locations as a good-will gesture and Wright is allotting territory to distributors on an exclusive franchise basis.

* * *

"Have you heard the joke about the balcony?"

"Nope."

"It's just as well. It's over your head."

BALLY FREE PLAYS—ONE OR FIVE BALL PLAY—

NEW

3 LONG ACRES
1 PIMLICO

Write for Low Price
On these Brand New Games

3 Reconditioned Bally GOLD CUPS, \$24.50 ea.

FREE PLAYS — RECONDITIONED LIKE NEW

3 BOOMTOWNS	ea. \$39.50	1 SILVER SKATES	49.50
1 PLAYMATE	29.50	1 VELVET	39.50
1 SHORT STOP	29.50	1 REBOUND	19.50
1 ZOMBIE	39.50	1 ALPS	15.00
1 MIAMI BEACH	54.50	1 SEVEN (MULTIPLE) FLASHERS	100.00
1 CADILLAC	29.50	1 Keeney (MULTIPLE) CONTEST, like new	Write for price
1 POWER HOUSE	29.50	1 Western DERBY WINNER, practically new, 1 or 5 ball console	150.00
1 ALL AMERICAN	39.50		
3 METRO'S	ea. 39.50		
2 BIG CHIEFS	ea. 39.50		

NO JUNK. ALL GAMES RECONDITIONED AND CLEAN AS NEW!

PRACTICALLY NEW PAY-OUTS—WRITE FOR LOW PRICES

8 Bally LONG SHOTS		5 Bally SANTA ANITAS	
5 Bally GRAND NATIONALS	ea. \$125.00	2 Northwestern TRI-SELECTORS, new showroom samples	24.50
1 Bally THISTLEDOWNS	69.50	2 Penny KLIX, new showroom samples	10.00
3 DEAD HEATS	ea. 85.00	1 5c Groetchen MERCURY Cigaret Reels, New Showroom sample	19.50
1 STEPPER UPPER	69.50	2 LUCKY ROLLS (Penny Skill) new showroom samples	10.00
2 GRAND STANDS	ea. 95.00	1 5c Jennings GRANDSTAND token pay-out counter cigarette machine. Used, excellent condition	19.50
1 SPORT PAGE	60.00	1 Mills' Penny blue and gold VEST POCKET slot	32.50
2 BIG PRIZE	ea. 85.00		
1 VELVET (Payout)	35.00		
1 Evans' BANG TAILS, clean, excellent condition, perfect glass	65.00		

WIRE YOUR ORDERS AND 1/3 DEPOSIT. IMMEDIATE SHIPMENT

R. F. VOGT DISTRIBUTORS

MILNER HOTEL BLDG.
SALT LAKE CITY, UTAH

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

OPERATORS!—Here's Your Newest Money-Maker THE NICKEL & PENNY NUDGER

**Fastest and Simplest Change Maker
Ever Put On the Market. Every loca-
tion needs one . . . wants one!**

**SPEEDS PLAY—INCREASES PROFITS
CREATES GOODWILL**

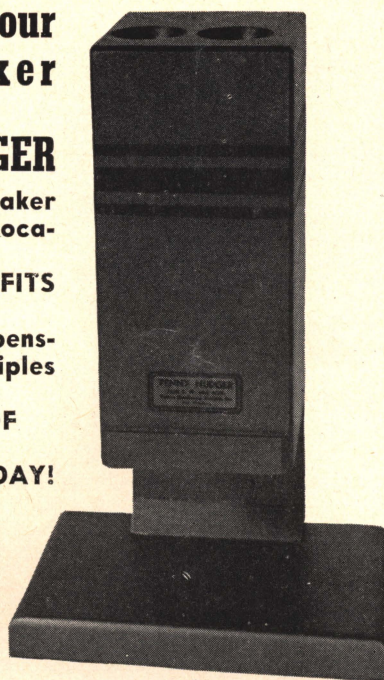
**Quick—Positive—Accurate dispens-
ing of Nickels or Pennies in multiples
of five, ten or twenty.**

**FOOL PROOF—BREAK PROOF
JOBBER:**

**Get EXCLUSIVE FRANCHISE TODAY!
Wire—Write—'Phone**

WESTERN DISTRIBUTORS

**BUDGE WRIGHT, Manager
1226 S. W. 16th St., Portland, Oregon
Phone: ATwater 7565**



Patents Pending

fact that machines that don't show the profit expected from them are no longer being left on location but being brought back into the storeroom and put in reserve.

Music operators term their business "quiet". According to Finley Mason of Central Distributing Co., "You couldn't say that business is bad, it's just one of those times when you sort of have to sit back and wait for trends to develop." However, the strong trend in the music operating bracket is toward locations nearer heavily populated areas.

Advertising and Sales Promotional Manager Herman of Universal Manufacturing Co. sends word along that his firm will shortly introduce two or three new boards built on war and baseball themes. Payouts will be in cash and War Bonds. Featured in the new boards will be more art-work tying into these themes. These boards were slated to be out some time ago, he said, but the factory had to delay them to catch up on orders. They're the candy box style.

Frank Buccero is now back part-time at his desk at the Acme Amusement Co. Following a mastoid operation, he was confined to his bed for most of two months and is to undergo further treatment in an effort to restore his hearing.

Kansas operator Ivan Nelson, with one eye cocked on his Draft Board, is planning a May vacation to be spent at home "helping" painters put a new face on his house.

And your local correspondent is also awaiting word to take his "Physical".

B. K. Anderson

To keep up-to-date on matters musical read the MUSIC section of THE REVIEW each month. The FIRST department in any industry trade paper devoted to the welfare of music operators. Started in 1935.

COIN
MACHINE
REVIEW

8

FOR
MAY
1942

KANSAS CITY

KANSAS CITY—More interest in arcades spotlights the late spring coin machine news in the Missouri Valley area. Almost every other operator you meet has some question to ask you about arcade equipment.

Carl Hoelzel, United Amusement Co.'s owner, has just opened his new Wonderland, an arcade located on one of Kansas City's heaviest traffic downtown corners—12th & Grand.

Not only is the arcade located in one of the most expensive rental buildings in the downtown area, but its equipment consists of the very newest types of arcade games. Carl has spent some time in planning this new unit which opened April 18th, having made trips to Chicago and elsewhere in search of "Just the units I wanted."

Like many other leading local operators, Carl is convinced that the entertainment field is now in the process of being remade for the War Period. Among other important factors which this reasoning believes will result are: Persons will ride for pleasure less and take their recreation either close to home or in areas easily reached by public utility means of transportation. There is and will continue to be more money to be spent in achieving this recreational end. Downtown and business areas, such as transfer points, will have their traffic greatly increased while outlying districts and country spots have already shown a falling off in patronage.

Thus most leading operator opinion points out that the real day of arcades has arrived; that the appeal of these amusement type games is not limited to any specific type of customer but has a broad appeal; and that today, due to staggered hours, there are no longer the quiet hours between peak periods of play, but good business for 16 hours of the day.

Local defense plants have and are enrolling many long-time coin machine men in their ranks. The latest to join OPM Chief Nelson's parade is Cliff Bryant. Cliff is now with North American Aviation Co. in Kansas City, Kansas. His brother, Bill Bryant, is also back in town and has not

decided on future plans.

A check of coin machine receipts from the cigarette vendors, as reported by local operators, has taken a strong upturn in recent weeks. "People are working harder and smoking more," they believe and stocks of machines in reserve in the area is reported "good". This is partially due to the

OPERATORS ATTENTION

Let Us Transform Your Old Games Into Factory-Refurbished New Ones

Bring in your old games and have them completely refurbished and made to look, and operate, like brand new games. We are now redesigning FLEET, FLICKER, LEADER, METRO, RED WHITE & BLUE and ZOMBIE. Others to follow soon.

WE HAVE A SUPPLY OF NEW AND RECONDITIONED GAMES ON HAND. BETTER BUY NOW. WRITE FOR PRICE LIST.

Unexcelled For Premium Use on Sales Boards

Kirk STEREO CAMERA & VIEWER

Thrilling, realistic, third dimension photography in color or black and white with the sensational new Kirk STEREO CAMERA and VIEWER. So simple a small child can operate and take perfect pictures. A demonstration fires anyone with the desire to possess. Get a sample today and try it. You'll be back to get them by the dozen.

Set Complete . . . \$19.95

Discounts to Operators

PAUL A. LAYMON

**Distributor of Quality Coin-Operated Machines
1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.**

ABC Bowler	\$79.50	Dough Boy	\$18.50	Play Mate	\$19.50	Sun Beam	\$47.50
Attention	39.50	Dixie	31.50	Polo	27.50	Speed Ball	64.50
Anabel	24.50	Follies	16.50	Power House	22.50	Sky Blazer	69.50
Argentine	79.50	Flicker	39.50	Super Charger	14.50	Ten Spot	59.50
Barrage	39.50	Five & Ten	99.50	Stars	42.50	Towers	89.50
Broadcast	39.50	Gold Star	34.50	Spot-A-Card	69.50	Twin Six	57.50
Big League	14.50	Headliner	14.50	School Days	42.50	Venus	84.50
Boom Town	34.50	Hi Hat	59.50	Sporty	14.50	West Wind	62.50
Big Parade	99.50	League Leader	32.50	Sparky	29.50	Wild Fire	42.50
Bosco, f. s.	87.50	Mr. Chips	17.50	Sky Line	31.50	Wow	34.50
Clover, f. s.	84.50	Metro	39.50	South Paw	64.50	Seven Up	47.50
Crossline	34.50	Monicker	94.50	Snappy	59.50	Zombie	36.50
Captain Kidd	74.50	Pan American	49.50	Salute	39.50	Zig Zag	59.50

ARCADE EQUIPMENT

3-way Grippers	\$17.50	2 Cockeyed Circus, 1 set	
10 Exhibit Card Venders	32.50	with Stand	\$79.50
Foot Vitalizer	59.50	Drive Mobile	179.50
3 DeLuxe Western Baseball	89.50	Exhibit Diggers	49.50
Single Grippers	9.50	Batting Practice	129.50

ONE-BALLS

Sport King	\$149.50	Pimlico	\$259.50
Club Trophy	199.50	Mills Owl	97.50
'41 Derby	239.50	Mills '40 1-2-3	94.50

One-Third deposit with order, balance C. O. D.

CONSOLES

Baker's Pacer No. 7400	\$239.50
Jumbo Parades	94.50
Big Game (Clock Hd.)	129.50
Pace Saratoga, conv.	119.50
Jumbo Parade, bl. cab.	114.50
Silver Moon, cash.	124.50
Silver Moon, f. p.	124.50

MISC.

Mills Throne	\$129.50
Deluxe 1c & 5c Nut Vender	17.50

EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVENUE, CHICAGO, ILL.

HUmboldt 6288

HOW DID YOU RATE?

(Answers to questions on Page 5)

- | | |
|------------|---------|
| 1. No | 9. 1 |
| 2. No | 10. Yes |
| 3. Quality | 11. Yes |
| 4. Yes | 12. No |
| 5. 3 | 13. Yes |
| 6. 4 | 14. Yes |
| 7. Yes | 15. 2 |
| 8. Yes | |

(Courtesy—The Northwesterner)

Atlas Repair Service

CHICAGO—"For the duration we intend to work with operators and assist them in maintaining their routes at peak efficiency to make the most profit out of their machines," states Eddie Ginsburg, official of Atlas Novelty Co.

"All of us in the coin machine business realize the importance of keeping every piece of equipment in operation since there will be no new machines available in the future.

"Our repair service will help operators get the best from the games they now have," Ginsburg said. "To maintain our newly installed repair department we have stocked up with every possible part and supply that can be furnished by factories and from other sources. We have parts that are no longer possible to get and are using them to repair machines.

"Regardless of what type of equipment it is, each machine will be given a thorough reconditioning by our expert mechanics under the supervision of Frank Bach. The refinishing department, under Joe Greene, then cleans, repaints, repairs and sprays the cabinets until the games look like new.

"Greene is an expert carpenter, electrician and maintenance man and has four assistants and all of them work together with speed and precision in order to render the highest type of service to our customers.

ON HAND • BRAND NEW

Chi. Coin YANKS
Chi. Coin HOME RUN
Genco VICTORY
Genco DEFENSE
Genco GUN CLUB

Carload of Used Games on Hand!
Write for Price List

LONG BEACH COIN MACHINE COMPANY

1628 East Anaheim
LONG BEACH, CALIFORNIA
Phone: 722-64

They have never found a job too difficult to do.

"The refinishing department has stocked up with paints that are now difficult to get and is prepared to guarantee beautiful results for a long time to come," concluded Ginsburg.

Nathanson Opens Arcade

LOS ANGELES—Hailed as the "Smallest Arcade on Main Street" William Nathanson opened on May 15th at 331 South Main Street.

Advent of the Nathanson Arcade makes four such spots for the stem.

A neat arrangement of machines greets the visitor to the new Arcade and Nathanson intends to do a jobbing and distributing business in conjunction with the Arcade.

New ... GRIP-TEASE

PENNY AMUSEMENT MACHINE

A Fun and Strength

Tester

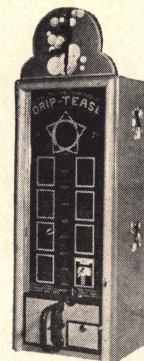
That Gets a Big

Penny Play

Only . . .

\$67⁵⁰

Supply Limited



For Defense Workers

Buy Legal Vendors and Avoid Trouble

5 lb. "SILVER KING"

\$7.95

10 at \$7.50 Ea.

"KING JR."

\$4.75 Each

Newest, most modern money-maker for all locations. Just the right size for counter or booths. Vends peanuts and small candies; also all types of Breath Pellets. . . Capacity 2 lbs. candy, Blue Hammerloid finish.

Order from your dealer or direct from us. Prices f.o.b. Chicago. One-third deposit with order, balance C.O.D.

TICE MFG. CO.

125-A New York Street Road
AURORA, ILL.

COIN
MACHINE
REVIEW

9

FOR
MAY
1942

Attention Operators

Send in your old pin games to be refurbished

"LIKE BRAND NEW ONES"

THE FOLLOWING GAMES ARE NOW BEING REFURBISHED

Fleet, Flicker, Leader, Metro, Red White and Blue, Zombie, Cadillac, Gold Star, Crossline, Vacation and Four Roses.

Arrange shipments through our western representatives

The Jack R. Moore Companies

Portland, Oregon — San Francisco, California
Seattle, Washington — Spokane, Washington
Salt Lake City, Utah

Paul A. Laymon

Exclusive Southern California and Southwest Distributor

SULLIVAN-NOLAN ADVERTISING CO.

CHICAGO, U. S. A.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Atlas Ready For Rush

CHICAGO—Operations of the reconditioning department of the Atlas Novelty Co. have won high praise not only from company officials, but from hosts of coinmen as well, it is reported. Frank Bach, superintendent of repair service, was lauded by company heads, Morrie and Eddie Ginsburg, for the efficient manner in which the department is conducted.

"Frank has been with us for many years," Eddie stated, "and during this time he has amassed a large knowledge of reconditioning. His experience, plus the special training he has received at leading factory service schools, puts him on top as a service expert, and the work he and his staff turn out reflects his ability."

Morrie Ginsburg declares: "Frank has helped Atlas build an enviable reputation for service on repairs and reconditioning. In these times, with new games non-existent, Frank and his co-workers will have a big responsibility. Already operators have jammed our shops with games for reconditioning, and a growing number of coinmen indicate that their equipment is slated for Atlas repair service. Frank says that he is ready for them. To operators that means that their games are as good as repaired."

We Have On Hand the Following:

KNOCKOUTS
BIG PARADES
VICTORYS
SKY BLAZERS
DO-RE-MI'S

CLOVERS
ARGENTINAS
CAPTAIN KIDDS
SEA HAWKS
SEVEN UPS

ONE BALL
(Free Play)
RECORD TIME
DARK HORSE
'41 ONE-TWO-THREE
USED SUPER BALLS

Write for Prices!

MODERN COIN EXCHANGE

1811 West Pico Blvd.

EX-3562

Los Angeles, Calif.

Spin-N-Win Games Announced

MUNCIE, Indiana — Gay Games, Inc., had just announced to the trade a new group of Spin-N-Win games which combines the well known ticket game with a salesboard for triple customer appeal. The cylindrical spindle of tickets is mounted in the center of the board and wings on both sides carry the seals concealing winning amounts.

Initial offering includes a Gold Dollar board, a Royal Flush board, a Dive Bomber board with a war motif, and a cigarette board.

Guy Noel, president of Gay Games, stated: "It is a well known fact that operators of coupon games and salesboards have not had a new item in years. In our Spin-N-Win games we offer something brand new and completely different. The principle of Spin-N-Win is the same as that of salesboards with the good features of the old jar deal added. However the spindle mounting of tickets prevents the handfull thief from playing his trade. Spin-N-Wins may be played by any number of players at the same time and play is at least three times faster than boards. No refills are used on our new Spin-N-Wins and when a game is sold out another new one is set up immediately. Operators report surprising returns on initial tests and we look forward to a bumper business on this new idea."

New Use for Panoram

SPRINGFIELD, ILL.—When "The Invaders" played the Senate theater here Manager Dave Jones used a Mills Panoram to plug the feature in the Senate lobby.

Renting a machine from a local operator Jones had a 16mm trailer made from the negative of the regular 35mm trailer, with sound track and all, but with titles backwards for rear projection. The two ends of the film were joined and the Panoram "plugged" the inside picture 150 times a day to passersby.

* * *

First Yegg: "Bill has an honest streak in him."

Second Yegg: "What do you mean?"

First Yegg: "He always rings up 'No Sale' when he opens a cash register during a hold-up."

16MM . . . 3 Minute

SOUND FILMS

Send for List

LES LORDEN

2313 W. Pico Blvd., Los Angeles

FOUR MOVIE MACHINES 3 FILMTONES — 1 SOUND VIEW

PRACTICALLY NEW

10 Reels of Film, 8 subjects to a reel; Rewinders, extra reels, 3 splicers, etc. Complete operation, all in perfect working condition, over \$3,000 value. Will sell to quick buyer for

\$2,000 CASH

Here is a real legitimate operation that should return \$75.00 weekly to any one man, and require about 1 day a week to take care of changing films. By owning your own films, all you take in is profit. Call and see and hear these machines. A rare opportunity . . . grab it quick! Write or phone us!

JERSEY SPECIALTY CO.

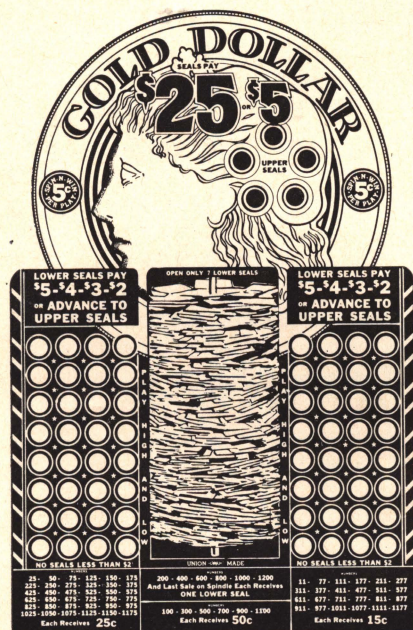
Route 23, Pompton Turnpike
(Next to the Passaic River Bridge)

Singac, New Jersey
Telephone: Little Falls 4-0784

COIN
MACHINE
REVIEW

10

FOR
MAY
1942



Operator's, here's the SPIN-N-WIN that has more rich, golden brightness and flash than any other game on the market today! A terrific deal that is very profitable to you.

"GOLD DOLLAR"
Takes in 1200 Coupons @ 5c \$60.00
Total Payouts \$31.00
PROFIT (average) \$29.00

ORDER TODAY!
All Salesboards and Former Jar Deal Operators, send in Your Orders at once.

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

SALESBOARDS ★ BASEBALL TALLY CARDS
COUPON GAMES ★ E-Z PICKIN' JAR GAMES

Old Games Made New

CHICAGO—Operators of marble tables have little to worry about for new games and new game ideas despite the War Production Board order for in Chicago there is an organization performing marble table magic by completely re-designing and rebuilding old tables into brand new games.

A REVIEW reporter strode into the plant of the Sullivan-Nolan Advertising Co. in early May and was amazed at the transformations a large quantity of old games were receiving at the hands of trained Sullivan-Nolan craftsmen.

First all the old paint is removed, cabinets redesigned and refinished, all metal parts and legs refinished. New designs are given on the backglass, playfield panel redesigned, repinned and new style bumpers added, new name given the game and the finished product is tested for percentage before being returned to the operator.

Operators are required to send in their old games, through their local distributors, and new games are returned within two weeks. On the West Coast the Jack R. Moore offices and Paul A. Laymon in Los Angeles represent Sullivan-Nolan.

Soundies Make Changes

HOLLYWOOD—Sam Coslow, executive producer of RCM Productions, Inc., announces a number of changes in his Production Department as he starts shooting on a new group of Soundies.

Benny Hirsch has been signed as Production Manager to succeed Herman Webber who resigned. Neil McGuire will be an associate producer under Coslow while Dave Gould, noted Hollywood director of sports, will direct a new series of Soundies.

JOIN THE WAR ON WASTE

★ Standard Collection Books and Forms Are Economical, Practical and Quickly Available ★

★ Form H for LOCATION ★

AGREEMENTS

★ Form P for MOVIE MACHINES ★

★ Form O for MAINTENANCE ★

REPORTS

★ Form K for PIN GAMES ★

★ Form R for PHONOGRAPHS ★

★ Form B for AMUSEMENT GAMES ★

★ Form V for VENDING MACHINES ★

★ Form D for BALLY DRINK ★

MACHINES

★ Form W for DRINK MACHINES ★

★ Form A for SLOT MACHINES ★

★ Form S for SALESBOARDS ★

★ Form C for RECORD REQUESTS ★

★ Form T for CIGARETTE ★

MACHINES

★ These and other standard styles can be printed specially to increase efficiency and to give you the economies of group production and standardization. ★

★ WRITE FOR FREE SAMPLES TO ★
★ CHARLIE FLEISHMANN ★

★ Specialist in Coin Machine Forms ★

★ BALTIMORE SALES-BOOK ★
★ COMPANY ★

★ 120 West 42nd St., New York City ★

SO. CALIFORNIA

LOS ANGELES—The cessation of manufacturing on the first of the month didn't cramp the style of Southern California jobbers and distributors. All expressed an optimistic outlook, talked of the equipment they had on hand to offer their customers, and joined the current trend of thought that it all will be over before Christmas and next year will be the biggest year ever in our Industry.

But for the duration a few of the distributors have taken on wise lines. For example the Jack Gutshall Distributing Co., on West Washington Blvd., has opened a complete record department. It is stocked with thousands of records, all indexed for easy reference, and albums from all the

—TURN PAGE

Brownie's Paint Shop

If you want the best refinishing job in the business let Brownie do it. Rates reasonable.

Novelty Finishes
Patriotic Finishes
MARBLE GLOW
a Specialty

BROWNIE'S PAINT SHOP

2311 W. Pico Blvd., Los Angeles
FEderal 7970



VICTORY

against cash box
and locker "sabotage"

ASSURED

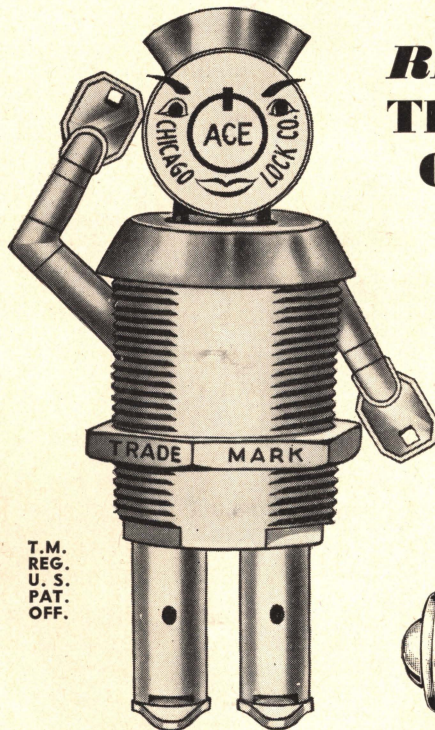
with the famous, patented
Chicago

"ACE" LOCK

REMEMBER . . .

There's a
CHICAGO LOCK
for Every need

VICTORY Assured
If You Buy
Defense Bonds
and Stamps

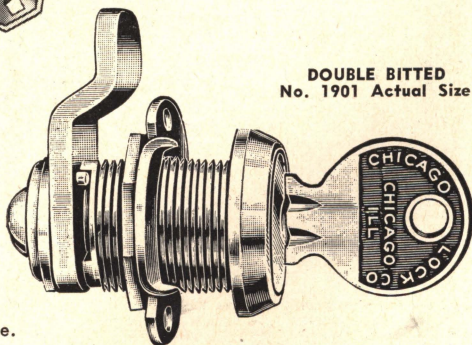


T.M.
REG.
U. S.
PAT.
OFF.

Write for catalog of complete line.

CHICAGO LOCK CO.

2024 N. RACINE AVE.
DEPT. 95, CHICAGO, ILL.



DOUBLE BITTED
No. 1901 Actual Size

Locks for defense against sabotage . . .
Locks for new equipment or replacements.
Ace Locks, Single Bitted and Double
Bitted Locks, Padlocks, too. Also manu-
facturers of Cylinder Key Operated
Switch Locks for airplanes and burglar
alarms. All Chicago Locks assure —
"UTMOST Security — MINIMUM COST".

COIN
MACHINE
REVIEW

11

FOR
MAY
1942

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Western Cigarette Operators

We have just a few more 1942 NATIONAL CIGARETTE MACHINES for immediate delivery from our Los Angeles stock to established operators only. We cannot accept any business from new accounts.

Our St. Louis factory has discontinued the manufacture of machines and thrown its entire facilities over to the war effort.

However, for the duration of the war we will continue giving service on all parts and repairs for NATIONAL machines. We have just added a large parts department with complete stocks, and we hope to be able to take care of all emergency repairs until the war is over.

E. C. McNeil, Inc.

713 South Westmoreland

Federal 4055

Los Angeles, Calif.

So. California

(Continued from Page 11)

major record companies are on display. Jack has the added facility of having Decca across the alley from his back door so if he is shy on a number he can generally pick it up in short order.

Over in Pasadena Arch Riddell, operating the largest wired music system in town, has opened a record store in conjunction with his operating activities. Riddell has stocked his new store with a varied assortment of new and standard tunes, plus a representative assortment of albums. Despite the apparent record curtailment in the offing both Riddell and Gutshall are enjoying an average business and pleased with their new ventures.

Bud Parr is one of the happiest papas on the street. His Doberman Pinchers—Baron and Sally—are winning honors at the Hollywood Dog School. Baron seems to be leading the school and has been put through a six weeks course with the dogs being trained for army service. Right now Baron is trained to the point he will guard a man upon command and if the individual moves he'll leap upon him and lay him low. Furthermore he knows when the wrong man has a gun and immediately will jump and clamp his massive jaws on the arm of the gunman and beat his weight against the aggressor until he floors the individual. But as a pet Baron cannot be beaten. He loves everybody, is friendly as can be, and only assumes his special duties when the command is given. Sally is also on the same course but will graduate with lesser honors—according to daddy Parr.

Several pieces of equipment, including phonographs and arcade stuff, were lost on May 2nd at Redondo Beach when the keel

of a wrecked fishing barge damaged pilings under the hippodrome building causing a collapse of a corner of the building where the equipment was stored. It dropped into the sea and now the neptunes are seeing just how a coin chute really works.

Hot quip around the row is the question: "What's the new definition of a goose?" Answer: "A Yank in the A. S. S.!"

Bill Hogan of Fresno was in town mid-May to see what he could take home with him.

Elbert Brown is the new chap in charge of the Paint and Repair department up at 2311 West Pico in L. A.

Stanley Selover, who used to be the managing director of the Business Men's Association at Long Beach, is now at the California Shipbuilding Corporation in an important capacity. Stanley says Cal. Ship is now the second largest shipbuilding yards in the world and a new ship is launched every four days.

APDI, short for Associated Producers Distributing, Inc., is now at 4516 Sunset Blvd. Firm specializes in producing film shorts for the 16mm boxes.

The Arcade bug bit Bill Nathanson and he has opened the "smallest Arcade on Main Street" in Los Angeles. Nate expects to sell new and used equipment, as available, from sales offices in connection with his Arcade.

Bud Smith, gay soldier of the coin chute, has forsaken his first love for a Cocktail Lounge and Cafe in Oxnard, Calif., on highway 101. Smith, in partnership with William Ornellas, opened the Colonial Room and Lounge on April 23rd.

A rare sight at the offices of Paul Laymon these days is Mrs. Laymon. Since the new manse opened Lucille kinda likes it down thar by the sea.

A WAR BARGAIN

WIRED MUSIC

Unit of Ten With Ten Cabinets
Complete and in fine condition

200 COIN-OPERATED RADIOS

Osborn Music Co.

2323 W. Pico Blvd., Los Angeles, Calif.
Federal 5169

Tommy Kearns of Honolulu has been on the Coast for the past month buying everything he could lay his hands on. Tommy says since the nightly blackouts at 6 p.m. the folks go for records, parlor games, cards, and anything else they can use to kill the time. He's shipped quantities of merchandise out to the islands since he's been on the mainland.

Down at Irving Bromberg's comes the information that son, Martin, is still sticking it out on the islands and is not a bit depressed over the threats of future bombings. Marty is taking care of a big operation over there and even though it isn't top money right now it still is doing right well. Tourist traffic has been completely cut off but the folks left on the islands are really entertainment hungry and Marty's machines look mighty good.

Big Bill Corcoran, Buckley chief man for the Coast, arrived in Los Angeles May 11th for a gab-fest with the local Buckley boys.

Charlie Robinson is getting a taste of the old sod. Since the Japs left Charlie has been doing the chores on his property and pops up at the office many mornings with back complaints . . . and good excuses.

Oliver E. Charlesworth, formerly operating in the Santa Barbara area, has moved to Redondo Beach.

ESTABLISHED CENTRAL KANSAS ROUTE FOR SALE

Seeburgs, Wurlitzers and Rock-Ola phonographs with several wall box installations. A few marble table locations. Route will stand inspection. Will be glad, if interested, to have you inspect the route. Chance for more equipment to be installed on route. Will guarantee route to pay for self in one year. One service man can handle entire route.

Priced to sell \$13,500.00. Route will invoice Billboard prices. Accept \$6,000.00 cash—balance payments. Real reason for selling.

BOX 450

COIN MACHINE REVIEW

1115 Venice Boulevard
Los Angeles, California

SEEING IS BELIEVING . . . SO

See for yourself the fine work of Mott's, official photographer for the industry as represented in every issue of this magazine. Every commercial shot a sales triumph—every photograph an artistic achievement—at fair live-and-let-live prices! Call

BERNARD MERGE AT MOTT STUDIOS

2115 W. Pico Boulevard

Exposition 2458

Los Angeles, California

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

12

FOR
MAY
1942

Record Production Cut

NEW YORK—The recording industry, on the threshold of the greatest year in its history, was dealt a severe blow by the War Production Board on April 14th when an order was issued limiting the disc makers to 30 per cent of last year's consumption of shellac.

Shellac, imported almost entirely from India, is needed vitally by the Navy and the merchant marine as a barnacle-resistant underwater paint.

Despite the apparent seriousness of the situation record officials feel there is no cause for undue alarm for there are several methods by which record production can be stepped up and still comply with the WPB order. Already a program of reclamation has been launched. In the last three years over 250,000,000 records have been sold and with an exchange plan on records such as is being used on toothpaste tubes, it is entirely possible that record production can be up to 60 per cent of normal within a few months.

Victor led the reclamation parade by announcing that one record must be turned in for each new record purchased by music operators and one record for every three purchased by music stores. These scrap records are credited to the operator's account. Decca followed with a one for three arrangement for both operators and dealers and at presstime no set policy had been announced by Columbia.

Reduction in number of records to be made meant a reshuffling of artists and the elimination of the cheaper records. Victor cut the number of 35c Bluebirds to the bone, Decca transferred a number of its 35c artists to the new 50c label and Columbia abandoned the 35c Okeh series entirely.

Consensus of opinion amongst operators seems to be that the reduction in releases will have a stimulating effect on business for only proven tunes will now be placed on the discs and the operators will not have to sift a lot of poor numbers from each month's purchases to keep a hit program on the turntables.

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

WANT TO SELL

11 PHONOGRAPHS IN
LOS ANGELES. WILL SELL
PART OR ALL

- 3 Seeburg Hitone RC
- 1 Seeburg Hitone EC
- 2 Wurlitzer 750-E
- 1 Wurlitzer 850
- 1 Wurlitzer 700
- 2 Wurlitzer 616
- 1 Wurlitzer 412
- 10 Keeney Boxes
- 3 Wurlitzer Boxes
- 10 Seeburg Wall-O-Matics

BOX 445

COIN MACHINE REVIEW
1115 Venice Blvd. Los Angeles, Calif.

MUSIC

Approximately \$50,000 changed hands when Golden Gate Novelty took over Wolf Sales Co.'s San Francisco business. Seated are Al Armos of Golden Gate and Wolf Reiwitz of Wolf Sales. Standing is Al Hinley of Golden Gate, Chick Roberts of Wolf Sales, and attorneys Dinestein and Sugarman.



Golden Gate Buys Wolf

SAN FRANCISCO—Announcement was made here the first of the month that the Golden Gate Novelty Co. had purchased the stock and good-will of the Wolf Sales Co., Inc., and would henceforth handle the sale of Wurlitzer equipment in the northern California area.

In announcing the closing of the San Francisco office, Wolf Reiwitz, head of Wolf Sales, said: "We are closing our office here and have disposed of our equipment to the Golden Gate Novelty Co. My son Chick, who has been in charge of this office, and my other son, Al, who has been managing the Denver office, intend to join the Armed Forces. I will continue the Denver office and handle the sale of Wurlitzers in Colorado, Wyoming, Utah, Arizona, New Mexico and eastern Idaho."

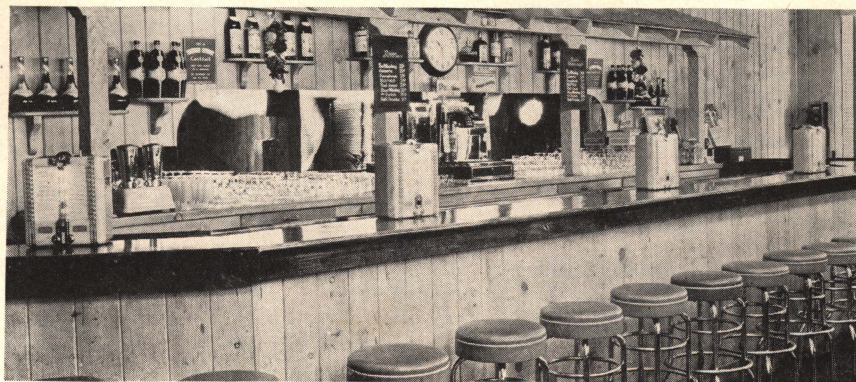
"In closing our San Francisco office I want to thank all of our friends and customers who patronized us so liberally and made it possible for us to build one of the largest distributing organizations in the bay area."

Union Plans Phono Rap

LOS ANGELES—A group of local union musicians known as the "Sub-Committee on Records and Transcriptions" plan to carry a fight to the floor of the next American Federation of Musicians convention to see why radio stations and coin machine operators should be permitted unrestricted use of phonograph records for commercial purposes without paying royalties to musicians who made the records ostensibly for home use only.

Leaders of the group, who make no bones of the fact that they believe AFM officials have been asleep at the switch on this deal for years, have introduced a tentative plan calling for collection of royalties for the commercial usage of recordings. Collections would be distributed among the performers according to ratings after the ASCAP manner and also among unemployed musicians.

At past AFM conventions the same proposition has been discussed time and time again and it seems very unlikely that the local committee will be able to push the matter ahead any further than it has been at past conventions although the local committee feels certain of success this time.



Wurlitzer Music Merchant Floyd Knudson of Fresno made this installation at the Towne Club, Madera, California. Colonial in atmosphere, the location enjoys a splendid reputation for quality, service and entertainment supplied by a late model Wurlitzer and a battery of Model 125 Wurlitzer 5, 10, 25c Bar Boxes conveniently placed to stimulate phonograph play.

COIN
MACHINE
REVIEW

13

FOR
MAY
1942

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



—Take Off The
Blindfold for we
**MUST FACE
THE FACTS**

You Can Buy More Bonds
With Savings You Make
on Our

**BENNETT 4000-PLAY NEEDLE
PACKARD PLA-MOR EQUIPMENT**
and our
GUARANTEED USED EQUIPMENT

SPECIAL
BENNETT 4000-PLAY NEEDLE
100 or more.....

27¢
EACH

Come In Today!

JACK GUTSHALL DISTRIBUTING CO.
1870 W. Washington Blvd. Los Angeles, Calif.
Rochester 2103

Wingy Didn't Know

LOS ANGELES—When Wingy Mannone appeared in Universal's "Juke Box Girl" he didn't know he was doing it. In fact Wingy didn't know what the title of the picture was when he led his group of musicians through Universal's gates and banged out a couple of tunes; and furthermore Wingy didn't know that it was a picture that might paint the Phonograph Industry in a scurrilous light.

All of these admissions came to light this week when a REVIEW reporter tracked down Mannone in Hollywood and plied him with a few direct questions. "Hell no," declared Mannone. "I'd be a sap to appear in anything that would put me in dutch with the fellows that have helped put my records over big with the public. When I found out the type of pic-

ture it was to be I tried in every way possible to get my part clipped but the studio turned deaf ears to my proposals."

* * *

"Johnny, don't you know it's wrong for a little boy to fight?"

"Yes'm. But Willie doesn't know it and I'm proving it to him."

Wired Music Joins Campaign

SAN FRANCISCO—The wired music stations in 48 counties of northern California have joined the "Serve in Silence" campaign and are now using spot announcements which are repeatedly given throughout the day in the various locations in which the units are stationed.

The first group of spots totals 25 and was prepared for the wired music operators by Sidney Mackin, Managing Director of the Amusement Merchants Association, Inc.

"Think before you speak . . . the enemy is listening . . . serve in silence." "Your keeping quiet will keep our ships afloat." "You will save lives by keeping quiet . . . do not reveal military information," and "To win the war serve in silence and report those who don't" are typical of the 25 announcements used in the initial trials.

This is the first undertaking of its kind and the sponsors are hopeful that it will be developed on a national scale. Dissemination of this type of propaganda through the wired music services should prove most effective as the station outlets are located mostly in bars and taverns where loose talk is most apt to be prolific.

Pate To Army

CHICAGO—Sherman E. Pate, sales manager of Permo Products Corporation, has joined the Army and is located at the Ordnance Proving Grounds, Aberdeen, Maryland.

Pate has been in the coin machine scene for a number of years and has hundreds of friends in the industry who wish him well during his service with the United States forces.

—Sorry!—

In the report of the activities of the California Music Operators Association on page 15 of our April issue it was stated President George A. Miller's address was broadcast over the wired music units in the East Bay district. This was in error. The copy should have read that President Roosevelt's last address was broadcast over the wired music units of the Allied Amusement Co., taken directly from the air and broadcast into the various wired music locations.

WANTED

**WURLITZER
MODELS**

750 and 750E

HIGHEST PRICES PAID
FOR QUICK CASH ACTION

WRITE BOX 430

COIN MACHINE REVIEW
1115 Venice Blvd. Los Angeles, Calif.

BENNETT 4000 PLAY NEEDLES

**WESTERN DISTRIBUTORS — WRITE
FOR DISTRIBUTORS PROPOSITION**

Last Call —

FOR 30-WIRE CONDUCTOR CABLE

Old Stock . . . Grade A Quality . . . Standard
Color Code

IMMEDIATE SHIPMENTS

ALPHA DISTRIBUTING CO.

1025 N. Highland Ave.

Hollywood, Calif.

GR. 4148

Both Operators and Location Owners Say:

BUCKLEY MUSIC SYSTEMS

Give Maximum Revenue . . . Require Minimum Service

**Brilliant Illumination . . . "Touch-to-Touch" Action . . . Fool-Proof Selector . . .
12, 16, 20 and 24 Record Play . . . Low Installation Cost!**

If you've been wondering *which* remote control system to install—we'd suggest you make a little survey of your own! Go out and talk to Operators and location owners—ask them about their experience with Buckley Music Systems! You'll understand why Buckley outsells them all, year after year.

Your present phonograph equipment, regardless of

age, make or model, may easily be converted into a Buckley Music System—and at low cost! Visit your nearest Buckley distributor, today!

Ample stocks of Buckley Boxes, cable, adapters and Buckley accessories are still available from your Buckley distributor.

READ WHAT THESE OPERATORS AND LOCATION OWNERS SAY:

GORDEN F. MERTENS, Owner Sugar Bowl Fountain, says:

"Since our installation of Buckley Wall and Counter boxes, more than twice as many customers part with their nickels than when we had a phonograph in our location. We have had practically no service calls and I regard Buckley as a very definite asset to our business."

BOB WEINER, Operator, says:

"After looking at various remote control systems, I made up my mind that Buckley was by far the finest in construction and most attractive in appearance. I have used no other on any of my locations. I still have two spots with console phonographs and you can bet I am going to change these over while stocks of boxes and cable are still to be had."

HARVEY LUM, Mission Trails Restaurant Owner, says:

"We—as well as our patrons—are extremely pleased with our recent Buckley Music Box installation. And it is a real money-maker for us. The system seems to be absolutely trouble-proof and as any restaurant owner can tell you, that's important!"

H. J. RYDMAN, Operator, says:

"Our installation for Mr. Lum of the Mission Trails Restaurant, has been highly satisfactory for both of us. I don't think that any Buckley job could be otherwise. I haven't made an installation where my revenue was not doubled and in several cases, tripled. Also, Buckley is a good insurance policy to protect the operator's earnings for the duration."

COIN
MACHINE
REVIEW

15

FOR
MAY
1942



A recent Buckley Music System installation for the new Sugar Bowl Fountain at 1 West Portal, in San Francisco. Gordon F. Mertens and Operators Bob and Mac Weiner are highly pleased with Buckley's popularity and profits. 14 boxes were installed with wall speaker.



One of San Francisco's most popular and modern Chinese cafes, Mission Trails Restaurant at 500 Sutter Street. Behind counter at right is Harvey Lum, owner. Nine Buckley wall and counter boxes and a Buckley Tone Tower were installed by General Music Co., Buckley distributor, for operator H. J. Rydman.

BUCKLEY DISTRIBUTORS

GENERAL MUSIC COMPANY

2277 West Pico Blvd., Los Angeles, Calif.

1157 Post Street, San Francisco, Calif.

CHARLES A. ROBINSON

1911 West Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS

3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, Pacific Coast District Manager for Buckley Music Systems, Inc.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

... BADGER'S BARGAINS ...

BADGER'S RECONDITIONED PHONOGRAPH BARGAINS—

ALL MACHINES THOROUGHLY CHECKED — GUARANTEED IN PERFECT WORKING CONDITION, READY TO BE PLACED ON LOCATION — WRITE FOR PRICES ON ALL PHONOGRAPHS NOT PRICED

SEEBURG		WURLITZER		ROCK-OLA	
SEEBURG, 9800 RC	Write	WURLITZER, Model 850	Write	ROCK-OLA Spectravoxs	Write
SEEBURG, 8800 RC	Write	WURLITZER, Model 750	Write	ROCK-OLA Glamours	Write
SEEBURG Colonel RC	Write	WURLITZER, Colonial 780	Write	ROCK-OLA Universals	Write
SEEBURG Majors RC	\$289.50	WURLITZER, Model 800	\$239.50	ROCK-OLA Supers	\$209.50
SEEBURG Classics	189.50	WURLITZER, Model 700	289.50	ROCK-OLA Master	179.50
SEEBURG Vogues	179.50	WURLITZER, Model 500	179.50	ROCK-OLA De Luxes	159.50
SEEBURG Regals	139.50	WURLITZER, Model 600	149.50	ROCK-OLA Standards	149.50
SEEBURG Gems	129.50	WURLITZER, 750E	Write	ROCK-OLA Monarchs	99.50
SEEBURG Rexs	89.50	WURLITZER, Colonial 780E	Write	ROCK-OLA Imperial (20)	79.50
SEEBURG Crowns	139.50	MILLS EMPRESS	149.50	ROCK-OLA Windsor	89.50
SEEBURG Concert Master	289.50	MILLS THRONES OF MUSIC	129.50	ROCK-OLA Rhythm Masters	49.50

BADGER REPLACEMENT CABINETS FOR ALL MAKES AND MODELS

CHARM DE LUXE CABINETS	\$149.50	KLEER-TONE CABINETS	\$129.50
CHARM STANDARD CABINETS	149.50	CHARM SPEAKER CABINETS	Write

SPEAKERS AND WALL BOXES

KLEER-TONE SPEAKER CABINET WITH VOLUME CONTROL AND EXTENSION CORD	\$17.50	SEEBURG WALL-O-MATICS	\$29.50
KLEER-TONE, COMPLETE WITH 12" SPEAKER	23.50	PLA-MOR BOXES (new, Write) Used	27.50
ACME ORGAN SPEAKER CABINET	17.50	KEENEY BOXES (New, \$16.50) Used	10.50
BADGER WALNUT CABINET SPEAKER with 10 IN. SPEAKER	9.95	ROCK-OLA 1940 WALL (Used)	16.50
		ROCK-OLA 1941 WALL (Used)	18.50

HIDE-AWAY UNITS

ROCK-OLAS, SEEBURGS, TWIN TWELVES, WITH ADAPTERS — WRITE FOR COMPLETE LIST AND PRICE

BADGER SALES COMPANY

1612 WEST PICO BLVD.
Drexel 4326
LOS ANGELES, CALIF.

COIN
MACHINE
REVIEW

16

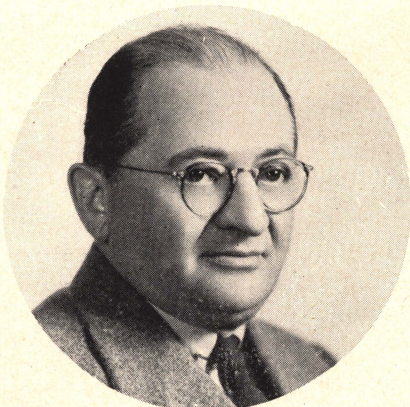
FOR
MAY
1942

Shelley Has Tubes

LOS ANGELES—Music Operators of the West were assured of metal tubes for phonograph use with the announcement from the Shelley Radio Co. that they have large stocks in reserve and will take care of the

requirements of operators to the best of their ability.

Shelley Radio handles the famous Ken-Rad tube and enjoys the privilege of serving a great number of the largest music operators in the West.



AN ANNOUNCEMENT BY WOLF REIWITZ

This is to announce that we have sold our San Francisco office to the Golden Gate Novelty Company.

We take this opportunity to thank all of our friends and customers for the confidence and support they gave us when our business was progressing to the highest peak. As my two sons, A. C. (Chick) Roberts and Al. A. (Ackie) Roberts, are going to enlist in the United States forces, I am going to be taking charge of the Denver office and have to give up the San Francisco office.

We are still distributors for Wurlitzer in the following states: Colorado, Wyoming, Utah, Arizona, New Mexico and Eastern Idaho.

WOLF SALES COMPANY, INC.

1932-4 BROADWAY

DENVER

COLORADO

PHILADELPHIA

PHILADELPHIA—Despite worries about records and the shortage of new equipment "The Show Goes On", which means that the annual banquet and show of the Phonograph Operators Association of Eastern Pennsylvania and New Jersey was held as scheduled at the swanky Club Bali on Sunday evening, May 3rd.

This marked the Fifth Anniversary of the nation's outstanding industrial organization and also means that at the most critical time in our history—and also in the history of the industry—the operators are going ahead in a normal manner with their activities. Expressions of cooperation which would enable the operators to secure new records—life blood of the business—have been given to Jack Cade, business manager of the Association, by the three leading distributors.

Among those who received the applause and acclaim of their associates were: William King, Prexy; Jack Cade, recently appointed business manager; Charles Young, vice president; Raymond Bernhardt, secretary and Ben Hankin, treasurer.

Special credit for a fine program and entertainment should be given the members of the committee: Ben Hankin, Herman Scott, Harold Reese, Harry Elkins, Phil Frank, Bert Sheward and Ben Fireman. Sam Stern was chairman of the entertainment committee and handled all arrangements.

The banquet will be followed by an aggressive public relations program. A committee consisting of Jack Cade, Bill King, Phil Frank and Meyer Cowan visited the Cleveland Association during April to attend the banquet held on April 27th and to confer with executives of the Cleveland and Ohio State Associations regarding the fine program of publicity and public relations which had been used in that area during the past year. All the operators were loud in their praise of the methods used by the Cleveland group to gain public rec-

(Continued on Page 18)

Bakersfield Arcade Ordinance Fair

In the December REVIEW we published the Santa Ana (Calif.) Ordinance licensing arcades and pointed out the fairness of the measure and that it had been worked out with the aid and assistance of an Arcade operator in that city.

This month we are publishing the ordinance covering Arcades in Bakersfield, Calif., which is equally fair and shows an intelligent handling of the licensing. It is suggested that Arcade operators clip these sample ordinances and use them to their own advantage as the occasions arise.

ORDINANCE No. 600, NEW SERIES
AN ORDINANCE AMENDING PARAGRAPH (a) OF SUBDIVISION 44 OF SECTION 17 OF ORDINANCE No. 512 NEW SERIES OF THE CITY OF BAKERSFIELD, AND ADDING SUBDIVISIONS 1A, 6A, 28A AND 45A TO SECTION 17 OF SAID ORDINANCE.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF BAKERSFIELD, as follows:

Section 1

That Paragraph (a) of Subdivision 44 of Section 17 of Ordinance No. 512 New Series of the City of Bakersfield, entitled "AN ORDINANCE REGULATING AND IMPOSING MUNICIPAL LICENSES: DESCRIBING HOW AND BY WHOM LICENSES AND PERMITS SHALL BE OBTAINED; MAKING A VIOLATION HERE-OF A MISDEMEANOR, AND PRESCRIBING A PENALTY THEREFOR, AND REPEALING ORDINANCE No. 391 NEW SERIES AND ALL AMENDMENTS THERETO, AND ALL OTHER ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH," be and the same is hereby amended to read as follows:

44. Theaters, Shows, Games, Amusements, Exhibitions, Etc.

(a) For every person, firm, or corporation conducting, managing, or carrying on a theater containing a permanent stage upon which movable scenery and theatrical appliances are used, where regular theatrical or vaudeville performances are given, and to which an admission fee is charged, collected, or received, or conducting, managing, or carrying on a moving picture theater where moving or motion pictures are exhibited and an admission fee is charged, collected, or received, the quarterly license fee shall be Twenty-six Dollars (\$26.00) for three hundred (300) seats or less, and Two Dollars (\$2.00) per quarter additional for each one hundred (100) seats, or fraction thereof, over and above 300 seats.

Section 2

That a new subdivision to be designated as Subdivision 1A be added to Section 17 of Ordinance No. 512 New Series, said Subdivision to read as follows:

1A. Arcades.

For every person, firm, or corporation conducting, managing or carrying on an arcade, the sum

DISTRIBUTORS - JOBBERS

"A Minute of Light — It Glows All Night!"

Write for full particulars about our **LUMINOUS PAINT PRODUCTS**. Here is something to keep you busy and making money throughout the duration.

THIS IS DEFINITELY THE BIGGEST AND BEST DEAL FOR MUSIC MEN THAT WE KNOW OF. EVERY BUILDING, EVERY MAN, WOMAN AND CHILD IS YOUR MARKET.

W. E. SIMMONS

1025 N. Highland Ave.

Hollywood, Calif.

GR. 4148

of Sixty Dollars (\$60.00) per year, payable annually in advance on the first day of January of each year, which license fee may be pro-rated for a fraction of a year, but in no event shall the license fee paid be less than the sum of Twenty Dollars (\$20.00).

For the purpose of this section, an arcade is defined to be one general enclosure in which is conducted the business of operating or exhibiting any phonograph, graphophone, talking machine, kinetoscope, biograph, projectoscope, or any other instrument or machine of like character and exhibiting, showing or letting the use of any microscope, lung-tester, muscle-tester, galvanic battery, weighing machine, or machine of like character.

Section 3

That a new subdivision to be designated as Subdivision 6A be added to Section 17 of Ordinance No. 512 New Series, said subdivision to read as follows:

6A. Bail Bond Brokers

For every person conducting, managing, or carrying on the business of a bail bond broker, One Hundred Dollars (\$100.00) per year, payable annually in advance.

For every person employed by a bail bond broker to aid or assist such broker in procuring or soliciting business, Fifty Dollars (\$50.00) per year, payable annually in advance.

Section 4

That a new subdivision to be designated as Subdivision 28A be added to Section 17 of Ordinance No. 512 New Series, said subdivision to read as follows:

28A. Music Boxes (Machine or device for playing music)

For every person, firm, or corporation operating or maintaining tables, machines, or devices for playing or rendering music upon the deposit of a coin, a license fee of Two Dollars and Fifty Cents (\$2.50) per quarter for each machine, table or device.

For every coin intake slot, wherever located, in connection with the main machine, Fifty Cents (\$.50) per quarter.

All remote control machines operated from a central station, Two Dollars and Fifty Cents (\$2.50) per quarter for each machine.

Section 5

That a new subdivision to be designated as Subdivision 45A be added to Section 17 of Ordinance No. 512 New Series, said subdivision to read as follows:

45A. Vending Machines

For every person, firm or corporation operating any machine or machines vending any goods, wares, or merchandise for the sum of One Cent (\$.01), a license fee of One Dollar (\$1.00) per year shall be charged for each such machine that such person, firm or corporation operates or maintains, payable annually in advance.

For every person, firm, or corporation operating or maintaining any machine or machines vending ice cream, popcorn, candy, soft drinks, cigarettes or any similar goods, wares, or merchandise for the sum greater than One Cent (\$.01), a license fee of Three Dollars (\$3.00) per year for each such machine, payable annually in advance.

The above shall not apply to postage stamp vending machines.

Section 6

All ordinances or parts of ordinances in conflict herewith are hereby expressly repealed.

I HEREBY CERTIFY that the foregoing Ordinance was passed and adopted by the Council of the City of Bakersfield, at a regular meeting thereof, held on the 22nd day of September, 1941, by the following vote:

Ayes: Clements, Marmaduke, Norris, Siemon, Smith, Sollers, Vercammen.

Noes: None.

Absent: None.

V. VAN RIPER.

City Clerk and Ex-Officio Clerk of the Council of the City of Bakersfield.

APPROVED by me this 22nd day of September, 1941.

ALFRED SIEMON,
Mayor of the City of Bakersfield.

* * *

An employer was examining an applicant for the job of bookkeeper.

"Of course you understand double entry?" he said.

"Sure," said the applicant. "The last place I had I kept the books triple entry—one set for the boss showing the real profits, a second set for the stockholders showing no profits, and a third set for the income tax people showing a loss."



This Packard Pla-Mor installation was made for operator Lou Heilbronner in the Ardmore Ice Cream Bar in Detroit, by the Angott Sales Co.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

17

FOR
MAY
1942

Philadelphia

(Continued from Page 16)

ognition for the music-machine operators and also in boosting a favorite tune of the month. It is expected that a similar program will be considered in the Philadelphia territory, if proper arrangements can be made with the local distributors of records.

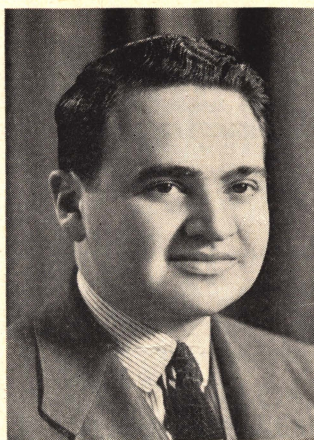
The most sincere condolences were offered to the family of George Freeman, manager of the local office of the Decca records since its opening, who died of a heart attack on April 9. Many groups and individual operators were represented at his funeral.

New manager of the Decca Philadelphia office is J. Gordon Thornton, coming over from the New York branch. He promised the operators the same friendly treatment which they had received from his predecessor.

My best personal wishes and regards to my year-long associate and friend David Carmosin, who worked faithfully and well with me in the Sales Promotion Department of Raymond Rosen & Co. He left for Uncle Sam's armed forces on May 1st. I'm sure that all the operators who have met Dave extend to him the same best wishes for luck. New assistant record sales promotion manager for Rosen's is Margie Welsh, who was promoted from her previous position of secretary for the department.

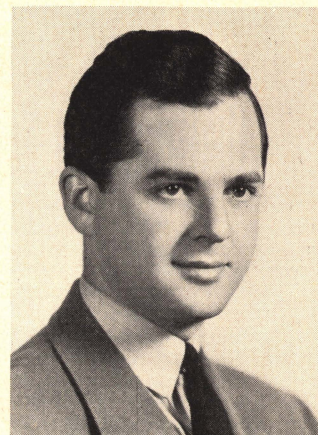
Irv Newman, who operated a large route under the name of Modern Music Co., opened Philly's swankiest record shop at 910 Chestnut St. early in April. The store was officially opened by Benny Goodman, who was visiting the city and handled the ceremonies for Newman.

Harry Bortnick



TO JOIN FORCES

A. C. (Chick) Roberts, left, and Al. A. (Ackie) Roberts, of Wolf Sales Co., Inc., Denver, will soon be leaving for service with the U. S. armed forces.



OPERATORS MUST ANALYZE CURRENT MOVEMENTS

By
William R. Happel, Jr.
Badger Sales Company, Los Angeles, Calif.

The entry of the United States into the present world conflict has taken us into the midst of the greatest economic and social re-adjustments of modern times.

Our participation in this war for freedom has created the great problem of how to provide an outlet for the increasing nervous tension of the vast majority of the American people, who with their increased purchasing power, are looking for the necessary recreation and amusement facilities to brighten up their lives and give them peace of mind and relief from their daily cares and

troubles. This also applies to the Soldiers, Sailors, Marines, Aviators, and defense workers when away from their duties.

A great part of this burden has necessarily fallen onto the shoulders of those who provide various automatic phonographs and amusement machines for public use and amusement. Many new games and ideas were curtailed in the interests of our war effort before they could be manufactured for general circulation, and all present manufacture of new machines and re-placement parts also fell under the orders to "Halt all production for the duration except on government orders."

This curtailment of equipment, plus the new taxes that had to be imposed, should make all operators, both large and small, realize that they too have a duty to the public and themselves for the duration of the war. Operators must expect price increases and a smaller supply of new merchandise from now on. It is their duty to themselves and to the public to take an inventory of their equipment and to take advantage of the current prices in purchasing equipment and spare parts for future use when the supply will no longer be obtainable. We are taking quantities of older model phonographs and dismantling them, and their parts, speakers, motors, condensers, gears, catlins and plastic parts are being systematically stored in our stock room so that we will be able to take care of our friends and customers when such parts are no longer available, and so that we may be in the position to take care of all emergency needs and keep the present equipment on location in good working order. We are making every effort to supply whatever needs that we possibly can and thanks to our preparing for just this emergency, we believe that we are fulfilling our promise to satisfy our friends and patrons.

Packardites Buy Bonds

INDIANAPOLIS—The Packard Manufacturing Corp. is the first plant in Marion County, Indiana, and in the state of Indiana, and possibly in the entire United States to have every employee buying war bonds in the amount of 10 percent of their wages. Packard has been presented with a nice flag by the Treasury Department.

The Packard plant is rapidly being converted over to war work and the wheels will soon be turning on three million dollars worth of contracts already on hand.

The week of April 27th was a busy one for Prexy Homer Capehart. The Veterans of Foreign Wars staged a huge parade, longest ever held in the state since the last war, and Capehart rode at the head as Grand Marshal. Parade route was about twelve miles long.

COIN
MACHINE
REVIEW

18

FOR
MAY
1942

AVAILABLE IMMEDIATELY TO MUSIC OPERATORS OF THE WEST KEN-RAD METAL TUBES

Complete Stock — All Types and Sizes — Shipped
from Los Angeles Upon Receipt of Order.

Write for Price List on TUBES and Other Supplies for
Automatic Music Operators

SHELLEY RADIO COMPANY

1841 South Flower Street

PRospect 4484

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

WHAT'S NEW

—with the Music Publishers

New Disc Firm

NEW YORK—Joe Davis, operator of the music publishing firm bearing his name, has announced his entry into the recording field and will issue one disc each month through the newly formed Beacon Record Co.

Davis believes that recent developments have made it more difficult than ever for all but the largest publishers to get their tunes on wax. He has made a deal with World Transcriptions which guarantees him an initial pressing of 10,000 platters per release. One Beacon release each month will be furnished free to all disc jockeys which will assure the Joe Davis published numbers of an airing before millions of radio listeners. Primary purpose is not to cultivate retail record sales, for only a few records will be offered in strategic locations at 50c, but instead to popularize the tune with the general public.

First sides were cut the first of the month and consisted of "This Will Be a Lonesome Summer" and "Indiana Blues."

What Makes A Hit?

NEW YORK—Walter Gross, CBS musical director, comes forth with the formula for a hit song. Gross, willing to share his secrets with the humblest of potential Gershwins, sums the problem up in these succinct words:

"In the first place, your melody should be built up on a demitonic harmony which spundulates through the ectogravic tonostat every eight bars. Be sure that the range covers every trebulum of the diabenic scale. In writing the verse, make it terse, with plenty of harmonic fidulation in every second spivule of the pre-thermovox.

"The lyric, of course, is equally important. It must have a sense of drama-sannic fortiment, and the rhyming must conform with the illiginous rules of syzomy, if you want it to be commercial. Above all, your tune must strike a chord of pseudo-megrality so that it will corollify the listener's sense of framadosis, especially in times like these."

Skip Soldier's Sweetie

NEW YORK—Circle Music has just published a new tune by Lew Brown and J. Fred Coots that has already found a warm welcome from men in the service. Catching ditty is entitled "Don't Steal The Sweet-heart of a Soldier."

Hot Stuff!

MADISON, Wis.—When Sammy Kaye played the Orpheum here he invited members of the audience to step to the stage and lead his ork. as part of his "So You Want To Lead A Band" contest.

A teen-age contestant told Sammy he was the leader of a high school jazz band whereupon Sammy asked the name of the combo.

"Joe Banana and his Music will apPEAL" was the retort devastating.

Publishers Feel Cut

NEW YORK—Publishers of the nation's top tunes felt the punch of the War Production Board's order on the reduction in the use of shellac in phonograph records when a lot of tunes, slated for waxing, were returned unused.

Platter factories are picking their tunes for recording in a "check and double-check" manner so that numbers which finally are issued on records will be worthy of a spot on the limited release schedule.

Reactions among publishers seem to bear out opinions held by coin machine operators that quality tunes will make the platters in the future and if the song numbers haven't got what it takes they'll rest on the shelves until the shellac flows freely once more.

Bomber Theme Song

NEW YORK—An interesting story is being told at Cherio Music. It seems one of the national news services reported recently that an American aviator who participated in the bombing of Rabaul used Cherio's music as a theme song and each time he released a bomb started to sing, "I Don't Want To Set The World On Fire."

Dolan Proud Papa

BRIDGEPORT, Conn.—There's a broad smile on the face of Pat Dolan, advertising manager of Columbia Recording. Reason—the Dolans have just had their first baby—a son.

The new arrival was christened Patrick Sean Joseph Dolan.

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

MAY, 1942

On Phonographs —

1. Somebody Else Is Taking My Place (Shapiro-Bernstein)
2. I Don't Want to Walk Without You (Paramount)
3. Jersey Bounce (Lewis)
4. Don't Sit Under the Apple Tree (Robbins)
5. Moonlight Cocktail (Jewell)
6. Tangerine (Famous)
7. Sleepy Lagoon (Chappell)
8. Miss You (Santly-Joy-Select)
9. One Dozen Roses (Famous)
10. Three Little Sisters (Santly-Joy-Select)

On Wired Music —

1. Jersey Bounce (Lewis)
2. I Don't Want to Walk Without You (Paramount)
3. Who Wouldn't Love You
4. Don't Sit Under the Apple Tree (Robbins)
5. Tangerine (Famous)
6. Somebody Else Is Taking My Place (Shapiro-Bernstein)
7. Sleepy Lagoon (Chappell)
8. String of Pearls (Mutual)
9. Moonlight Cocktail (Jewell)
10. Skylark (Mayfair)

On Radio —

1. Somebody Else Is Taking My Place (Shapiro-Bernstein)
2. Skylark (Mayfair)
3. Tangerine (Famous)
4. Always In My Heart (Remick)
5. Don't Sit Under the Apple Tree (Robbins)
6. I Don't Want to Walk Without You (Paramount)
7. Moonlight Cocktail (Jewell)
8. Miss You (Santly-Joy-Select)
9. Jersey Bounce (Lewis)
10. Johnny Doughboy Found A Rose In Ireland (Chappell)

Best Selling Sheet Music —

1. Somebody Else Is Taking My Place (Shapiro-Bernstein)
2. Moonlight Cocktail (Jewell)
3. Tangerine (Famous)
4. Miss You (Santly-Joy-Select)
5. I Don't Want to Walk Without You (Paramount)
6. Don't Sit Under the Apple Tree (Robbins)
7. Skylark (Mayfair)
8. Deep In the Heart of Texas (Melody Lane)
9. A String of Pearls (Mutual)
10. Jersey Bounce (Lewis)

Best Selling Records —

1. Tangerine (Famous)
2. Jersey Bounce (Lewis)
3. Miss You (Santly-Joy-Select)
4. Moonlight Cocktail (Jewell)
5. Somebody Else Is Taking My Place (Shapiro-Bernstein)
6. Don't Sit Under the Apple Tree (Robbins)
7. Skylark (Mayfair)
8. I Don't Want to Walk Without You (Paramount)
9. Sleepy Lagoon (Chappell)
10. String of Pearls (Mutual)

RECORDS

High prices paid for Used and Broken Records

SONART RECORD MFG.

251 West 42nd Street New York, N. Y.

PUBLIC ACCLAIM Is Making

JERSEY BOUNCE

a Bigger Hit Than

TUXEDO JUNCTION

Recorded by

Benny Goodman OKEH Jimmy Dorsey DECCA Earl Hines BLUEBIRD Jan Savitt VICTOR Louis Prima OKEH

Milt Herth Trio

Shep Fields BLUEBIRD King Sisters BLUEBIRD Vocal by Terry Shand DECCA Red Norvo COLUMBIA

Lewis Music Publishing Co., Inc., 1619 Broadway, New York

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

19

FOR
MAY
1942

★ ★ ★ RECORDS ★ ★ ★

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
3★ **GOOD.** Suitable for rounding out balanced

programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★ ★
5 STAR

V-27850 Victor Military Band
GOD BLESS AMERICA (MARCH V)

★ ★ ★ ★ ★
4 STAR

B-11504 Sonny Dunham
DELIVER ME TO TENNESSEE (FT VC)
HEAVENLY HIDEAWAY (FT VC)

B-11505 Irv Carroll
OH! DEM GOLDEN SLIPPERS (FT VC)
LET'S ALL SNORE (W VC)

B-11493 Glenn Miller
SHE'LL ALWAYS REMEMBER (FT VC)
SHHH, IT'S A MILITARY SECRET (FT VC)

B-11494 Dick Todd
I'M THINKING TONIGHT OF MY BLUE EYES (V)
I TOLD YOU SO! (V)

B-11496 Vaughn Monroe
SLEEPY LAGOON (W)
A FIRESIDE CHAT (FT VC)
B-11522 The Four King Sisters
JERSEY BOUNCE (V)
HEAVENLY HIDEAWAY (V)

B-11516 Teddy Powell
IF YOU ARE BUT A DREAM (FT VC)
'TAINT NO GOOD (FT VC)

B-11514 Sonny Dunham
SWEET TALK (FT VC)
YOU'RE BLASE (FT)

B-11508 Vaughn Monroe
THREE LITTLE SISTERS (FT VC)
BE BRAVE, BELOVED (FT VC)

B-11511 The Four King Sisters
OH, HOW I MISS YOU TO-NIGHT (V)
DON'T SIT UNDER THE APPLE TREE (V)

C-36566 Harry James
ONE DOZEN ROSES (FT VC)
YOU'RE TOO GOOD FOR GOOD-FOR-NOTHING ME (FT VC)

C-36567 Kay Kyser
DON'T SIT UNDER THE APPLE TREE (FT VC)
THERE WON'T BE A SHORTAGE OF LOVE (FT VC)

C-36558 Kay Kyser
ME AND MY MELINDA (FT VC)
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (FT VC)

D-4300 Russ Morgan
SWEET ELOISE (FT VC)
ALL THOSE WONDERFUL YEARS (FT VC)

D-18283 Kenny Baker
DEAR OLD PAL OF MINE (V)
THE WORLD IS WAITING FOR THE SUNRISE (V)

D-18284 Gertrude Niesen
SKYLARK (V)
THE LAMPLIGHTER'S SERENADE (V)

D-4292 Glen Gray
IT'S THE TALK OF THE TOWN (FT VC)
UNTIL THE STARS FALL DOWN (FT VC)

D-4293 Woody Herman
TOO LATE (FT VC)
FORT WORTH JAIL (FT VC)

D-4303 Ink Spots
DON'T LEAVE NOW (V)
FOO-GEE (V)

D-4305 Bob Crosby
DEAR OLD DONEGAL (FT VC)
YOU'RE A DARLIN' DEVIL (FT)

D-4307 Maxine Sullivan
HOW DO I KNOW IT'S REAL (V)
BESIDE THE RIVER CLYDE (V)

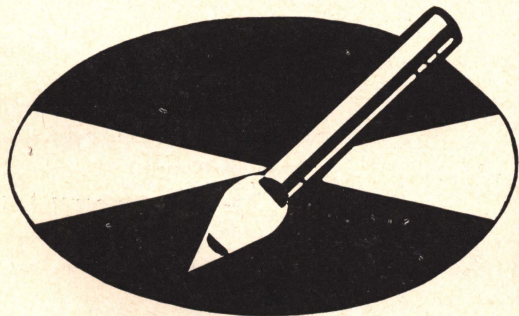
D-4313 The Merry Macs
IDAHO (V)
OLIVIA (V)

COIN
MACHINE
REVIEW

20

FOR
MAY
1942

PERMO



POINT

PERMO PRODUCTS CORP.
6431 Ravenswood Avenue, Chicago
Manufacturing Metallurgists

IN THE
LAST TWELVE
MONTHS
WE HAVE SOLD
MORE
PERMO POINT
NEEDLES
THAN ANY SIMILAR
PERIOD IN
OUR HISTORY!

D-4318 Dick Robertson
HATS OFF TO MacARTHUR (FT VC)
THIS TIME (FT VC)

O-6654 Dick Jurgens
THE INSECT SONG (FT VC)
POOR YOU (FT VC)

O-6644 Benny Goodman
WE'LL MEET AGAIN (FT VC)
BEFORE (FT)

O-6645 Tommy Tucker
I THREW A KISS IN THE OCEAN (FT VC)
OH, HOW I MISS YOU TO-NIGHT (FT VC)

V-27849 Tommy Dorsey
THE LAST CALL FOR LOVE (FT VC)
POOR YOU (FT VC)

V-27851 Art Jarrett
DON'T SIT UNDER THE APPLE TREE (FT VC)
YOU CAN'T HOLD A MEMORY IN YOUR ARMS (FT VC)

V-27852 Enric Madriguera
RUSSO-CONGA (CONGA VC)
GARDEN WALLS (FT VC)

V-27870 Sammy Kaye
HERE YOU ARE (FT VC)
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (FT VC)

V-27857 Art Jarrett
THREE LITTLE SISTERS (FT VC)
HEAVENLY HIDEAWAY (FT VC)

V-27858 Enric Madriguera
IF YOU ARE BUT A DREAM (FT VC)
FULL MOON (Rumba FT)

V-27860 Artie Shaw
CARNIVAL (FT)
NEEDLENOSE (FT)

★ ★ ★
3 STAR

B-11500 Dinah Shore
SHE'LL ALWAYS REMEMBER (V)
NOT MINE (V)

B-11501 Alvino Rey
I'M GLAD THERE IS YOU (FT VC)
PICNIC IN PURGATORY (FT)

B-11503 Freddy Martin
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (FT VC)
I'LL KEEP THE LOVELIGHT BURNING (FT VC)

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

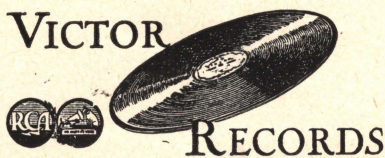
It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



LEO J. MEYBERG CO.



LEADING THE "HIT PARADE"

VICTOR	BLUEBIRD
27757—Somebody Else Is Taking My Place Sammy Kaye	11454—Somebody Else Is Taking My Place Vaughn Monroe
27809—Always In My Heart Jan Savitt	11473—Skylark Dinah Shore
27803—Tangerine Hal McIntyre	11433—Tangerine Vaughn Monroe

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

V-27869 Tommy Dorsey
NOT SO QUIET PLEASE (FT)
I'LL TAKE TALLULAH (FT VC)
V-27872 Hal McIntyre
I THREW A KISS IN THE OCEAN (FT VC)
DAISY MAY (FT)
V-27853 David Rose
OUR WALTZ
HOLIDAY FOR STRINGS
V-27856 Duke Ellington
THE "C" JAM BLUES (JUMP BLUES)
MOON MIST (FT)

Liberty Records Stymied

HOLLYWOOD—Liberty Recording Corp. formed here by Buddy DeSylva, Johnny Mercer and Glenn Wallichs, will probably not place their first recordings on the market on June 1st as previously planned.

Government's curtailment of shellac has thrown a monkey wrench into the machinery and as this issue went to press no definite announcement was forthcoming from Liberty's offices.

Among the bands which Liberty is reported to have had ready to record were Paul Whiteman, Bob Crosby, Ronnie Kemper and Freddy Slack. Bob Hope, Martha Tilton and Mercer were also on the line for early discings.

Music Catches Thief

NEW YORK—When a stick-up man walked into a Brooklyn bar-room and announced he was taking over the spot's cash he didn't reckon with the Wired Music unit installed there.

A soldier along side the box inserted a nickel and informed the operator a stick-up was in progress. The operator called the cops and then using the speaker in the unit informed the gunman that he was "surrounded." Baffled the would-be bandit fled—smack into the pudgy arms of the law.

Kalban In Army

NEW YORK—Bernard Kalban, publicity and advertising director of Mills Music, has joined the armed forces. He is succeeded by Bernard Simon.

Robert and Paul Mills, sons of Irving Mills, have entered the Marines. Paul has been professional manager of the American Academy of Music while Robert Mills has been on the staff of Mills Music.

Miller On Vacation

OAKLAND—George A. Miller, State President of the California Music Operators Association, is taking a month's leave from his office on advice of his doctors. Miller has been particularly busy since the first of the year and had a month long siege in the hospital so he was ordered to take a month off and enjoy a good rest.

B-11495 Freddy Martin
YOU CAN'T HOLD A MEMORY IN YOUR ARMS
(FT VC)
THE LAST CALL FOR LOVE (FT VC)
B-11499 Teddy Powell
THERE WON'T BE A SHORTAGE OF LOVE
(FT VC)
ALL THOSE WONDERFUL YEARS (FT)
B-11518 "Fats" Waller
WE NEED A LITTLE LOVE (FT VC)
THE JITTERBUG WALTZ (JIVE W)
B-11519 The Four Vagabonds
THE DUKE OF DUBUQUE (V)
SLOW AND EASY (V)
B-11513 Bob Chester
THERE ARE RIVERS TO CROSS (FT)
I DO (FT VC)
B-11507 Una Mae Carlisle
SO LONG, SHORTY (V)
SWEET TALK (V)
B-11510 Shep Fields
I'M GETTIN' MIGHTY LONESOME FOR YOU
(FT VC)
THE TALE OF PETER AND THE WOLF (FT VC)
C-36559 Xavier Cugat
SLEEPY LAGOON (BEGUINE VC)
NIGHTINGALE (AFRO-CUBAN VC)
C-36560 Claude Thornhill
SHE'LL ALWAYS REMEMBER (FT VC)
COUNT ME IN (FT VC)
D-4298 Glen Gray
OH THE PITY OF IT ALL (FT VC)
HERE YOU ARE (FT VC)
D-4299 Glen Gray
ONE DOZEN ROSES (FT VC)
THE MEM'RY OF THIS DANCE (FT VC)
D-6040 Ernest Tubb
OUR BABY'S BOOK (HB V)
YOU MAY HAVE YOUR PICTURE (HB V)
D-18285 Lionel Hampton
NOLA (FT)
SOUTHERN ECHOES (FT VC)
D-18286 Meredith Wilson
SLEEPY LAGOON (FT)
THOUGHTS WHILE STROLLING (FT)
D-4289 Jimmie Lunceford
LIFE IS FINE (FT VC)
I'M LOSING MY MIND (FT VC)
D-4291 Ella Fitzgerald
MY MAN (FT VC)
WHO ARE YOU

D-18274 Kenny Baker
JOHNNY DOUGHBOY FOUND A ROSE IN IRE-
LAND (V)
THERE ARE RIVERS TO CROSS (V)
D-18275 Fred Waring
BUCKLE DOWN, WINSOCKI
MOONLIGHT ON THE CAMPUS
D-18276 Raymond Scott
EIGHT LETTERS IN THE MAIL BOX (FT)
KODACHROME (FT)
D-4304 Jimmy Dorsey
SLEEPY LAGOON (FT VC)
I THREW A KISS IN THE OCEAN (FT VC)
D-4306 Bobby Byrne
I'LL PRAY FOR YOU (FT VC)
NOW AND FOREVER (FT VC)
D-4308 Dick Robertson
WINGS OVER THE NAVY
EYES OF THE FLEET
D-6035 Sons of the Pioneers
I KNEW IT ALL THE TIME (OT V)
SALT RIVER VALLEY (OT V)
D-4311 Connie Boswell
JOHNNY DOUGHBOY FOUND A ROSE IN IRE-
LAND (V)
SWEET ELOISE (V)
D-4312 Jimmy Dorsey
IF YOU ARE BUT A DREAM (FT VC)
FULL MOON (FT VC)
D-4317 Jack Teagarden
NOBODY KNOWS THE TROUBLE I'VE SEEN
(FT VC)
A HUNDRED YEARS FROM TODAY (FT VC)
D-6037 Roy Rogers
A MAN AND HIS SONG (OT V)
DON'T WASTE YOUR LOVE ON ME (OT V)
O-6653 Les Brown
BREATHLESS (FT)
DON'T SIT UNDER THE APPLE TREE (FT V)
V-27837 Wayne King
ANGELINE (FT V)
UNTIL THE STARS FALL DOWN (W)
V-27839 Tito Guizar
DAY DREAMING (V)
AGES AGO (V)

COIN
MACHINE
REVIEW

21

FOR
MAY
1942

May, 1942

Subscription Order
COIN MACHINE REVIEW

1115 VENICE BLVD., LOS ANGELES, CALIF.

35 East Wacker Drive, Chicago
1007 Terminal Sales Bldg., Portland, Oregon

441 Lexington Avenue, New York City

Please enter my subscription to THE REVIEW for:

_____ 3 Years . . . \$2.00
_____ 1 Year . . . \$1.00

to start with the _____ issue. A remittance in full is
attached hereto.

NAME _____

ADDRESS _____

CITY _____

STATE _____

OPERATOR _____

JOBBER _____

Miracle Point

The phonograph
needle that plays
better—longer!

1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.

MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE

MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NEW YORK

NEW YORK—Back again and full o' fight!

Ditto for Joe Glick who has joined up. Joe can now be paged in the Coast Guard. Also Mike Gontally of Flushing, known to the gentry in town for his A-1 route, doing his bit in the navy. The following operators have signed up as air wardens: Abe Levy; Joseph Borodovko; Bill Hanley; Louis Conte; Irving Strouse and Julius Haberman.

Don't let anyone tell you the coin machine trade isn't doing its bit. Sales of bonds among New York distributors reached an all high total of \$45,550 last week. And that isn't all. Pledges are forthcoming for even greater totals. When you think all the slams the trade has been taking of late you can appreciate that operators and distributors can take it. And they'll dish it out, too, as the sappy Japs will soon find out.

A nod to the distributor in Brooklyn who tells his accounts that for every twenty dollars paid up in arrears, he'll put up a dollar towards a bond. Which is doing all right by us and Uncle Sam, say we.

With the transportation becoming more acute, the servicing problem increases in perplexity. Following are suggestions put forward in the trade and we offer them for consideration: (1) Pool available units. Have all calls received at central office and service from this headquarters as calls come in. Each operator to contribute towards maintenance based on machines operated. (2) Equip mechanics with bicycles. Supplement this with the use of public conveyances. (3) Teach location owners certain simple repairs. Make them responsible for these repairs and compensate them for the trouble by corresponding increase in their share of the profit.

A government official sent East by the Civil Service Commission to hunt mechanics for the air force disclosed that the coin machine industry has been fruitful in yielding many mechanics which the government needs almost as much as it needs fliers and planes. Said the officials: "We have found that men who have learned how to repair and maintain amusement machines have developed a facility and technique that lends itself admirably to maintenance of constantly changing air power."

More power to Eddie Lane, ye songbird of the coin machine trade, in his new venture in his own advertising agency. Now he'll have a chance to try out his own ideas and show the boys what he can really do.

The parts situation still remains acute. This problem is going to tax the trade more and more and care must be taken to avoid

hard feelings as priorities make it physically impossible to supply certain materials. Before operators run off with complaints about some distributors and nurse grudges, let them ascertain whether the distributor is not in the same position as themselves. Already several instances that have been called to our attention have been shown definitely not to be the fault of the distributor concerned.

The ladies again! This time a suggestion from Mrs. Meyer Rosenthal, wife of a Queens operator, who wants all ladies whose husbands are operators to form an auxiliary to combat vicious propaganda concerning coin machine operation. Mrs. Rosenthal states that she invites all wives interested to address her through the medium of the COIN MACHINE REVIEW. She promises that in addition to discussion of plans for the trade she has plans concerning the present situation—plans which the wives of operators can carry out and materially help their husbands. Wives whose husbands are liable to be drafted are especially invited to participate in the proposed organization.

While on the subject of the ladies, here's a thought for us men to ponder: We quote a well known operator who, for the present, prefers to remain anonymous. "Whether we like it or not, the future of our business will see an increase in the number of women who will engage in coin machine operation. I see this definitely on the horizon with wives taking over right now and daughters becoming interested in their fathers' businesses and other signs that many women are forced to step into the place of departed men. On the whole, it will be for the best, for, with women in the business we'll see higher requirements, cleaner atmospheres and what is more, a vastly expanded market, for the women will demand better and more ingenious machines to fill requirements and satisfy amusement trends not even dreamed of now."

Irving Sherman

Artist Activities

NEW YORK—Hal McIntyre has just added two new vocalists and a singing quartet to his outfit. Horace Heidt will be minus Larry Cotton soon for Cotton is slated for the army. Guy Lombardo goes into the Waldorf-Astoria May 18th. Barry Wood has been renewed for his seventh straight year on the Hit Parade radio show.

Dinah Shore is in Hollywood and it is rumored Goldwyn has signed her for a part in the coming Bob Hope-Dorothy Lamour film. Alvino Rey's recording of "The Army Air Corps" is being adopted by radio stations as the theme for Buy A Bomber campaigns. The King Sisters' "Jersey Bounce" is skyrocketing to popularity on the automatics.

Paul Whiteman is playing theater dates in the West. Eddy Duchin closes at the Chicago Palmer House June 24th to play theaters. Glen Gray goes into the Sherman in Chicago June 3 and will be followed by Glenn Miller on July 7th. Coconut Grove in Los Angeles goes back to six-day week May 18th with Freddy Martin on the stand. Tommy Dorsey donated his salary (reported \$7500) for his fourth week at New York Paramount to the Navy relief.

Barry Wood claims his Bluebird discing of "Put-Put-Put Your Arms About Me" is aimed to help out boat manufacturers who may be feeling blue these days.

Will Swing Survive?

NEW YORK—Will swing survive the record crisis? This question was answered here this week by Leonard G. Feather, noted commentator on modern music.

"The record industry is facing a substantial cut in production," said Feather, "and some pessimists are already predicting the death of swing and the survival of more commercially dependable brands of popular music."

"Actually, there is a better chance now that good jazz may be able to find its rightful place, for quality will have to replace quantity."

"It must be remembered that jazz survived a far worse slump in the record business than we are facing now. In the early 1930's, the phonograph was virtually out of fashion as a medium of popular entertainment. Sales were far lower than they will be in 1942 or 1943. Yet all through that period, jazz continued to be recorded, and it was around 1935, when Benny Goodman rose to national fame and started the whole swing craze, that the industry underwent a surprise renaissance."

"With the advent of the Goodman era, records of the kind that had previously appealed only to a few specialists now reached five and later six figure sales. The automatic phonograph, more than any other influence, was responsible for making the whole world swing-conscious. For a while the demand for recorded jazz was greater abroad than it was here, and several series of discs were recorded here especially for export. Even today, despite the shipping difficulties, American swing records are constantly in demand abroad. Nothing as firmly established as swing music can be knocked out by the temporary blow it has just received."

Renting Records New

NEW YORK—What might be the forerunner of a number of such establishments the country over, both for home use and automatic phonograph operators, is the Record Collectors' Exchange which has opened on West 48th Street.

Exchange swaps new or used records, giving equivalent values, but charging a small fee, and rents platters out just like book loaning libraries rent out books. Charge of three cents a day is made with the rental applying towards the purchase price of the disc.

* * *

Confucious he say, "Buy honorable Defense Bond and put Nip-on-knees." Dig this operators and if you can't afford a bond get a handful of stamps.

ARCADE EQUIPMENT

- 2 Evans Ten Strikes.....ea. \$ 59.50
- 1 Gottlieb Skee-ballette—free play 59.50
- 1941 Western Baseball, Deluxe, free play, almost new..... 109.00
- 1 9-foot Skillroll 32.50

WRITE FOR PRICES

We carry all late marble games, used slots at all prices, and a complete line of phonographs. We will trade for used records. Come in today!

PERCY SHIELDS

1549 West Pico Boulevard
LOS ANGELES, CALIFORNIA
Federal 1919

REFINISHING and RECONDITIONING

Finest work in the West. Bring in your old equipment and let us do it over. You'll be pleased with the results.

MILO J. HERRING

1705 W. Pico Blvd.
LOS ANGELES, CALIF.

Frowns on Bond Prizes

WASHINGTON—The Treasury has expressed its disapproval of the use of War Bonds or Stamps as prizes or rewards on salesboards, marble games or other games of chance where an element of personal profit is involved either directly or indirectly. Objection is not made, however, to their use in contests of knowledge or skill not depending on chance.

It was emphasized that the Treasury's objections are based on public policy and have nothing to do with the legality or illegality of the practices mentioned.

ASCAP Prexy Quits

NEW YORK—Gene Buck, president of ASCAP for 20 years, capitulated to internal demands for his resignation that have been growing since radio networks and advertisers established their independence from the Society in 1940.

ASCAP board elected Deems Taylor, composer, commentator and CBS musical consultant, as his successor. Taylor will serve without compensation and Buck will continue in a salaried advisory capacity.

Robbins Has New Plan

NEW YORK—"For just one dollar per machine I'll double the income of your automatic phonographs", stated Dave Robbins of D. Robbins & Co. in announcing a new plan he is offering operators.

Dave claims the plan has been tested over a period of several months and has proven to be highly successful, is absolutely legitimate and will pay for itself the first day.

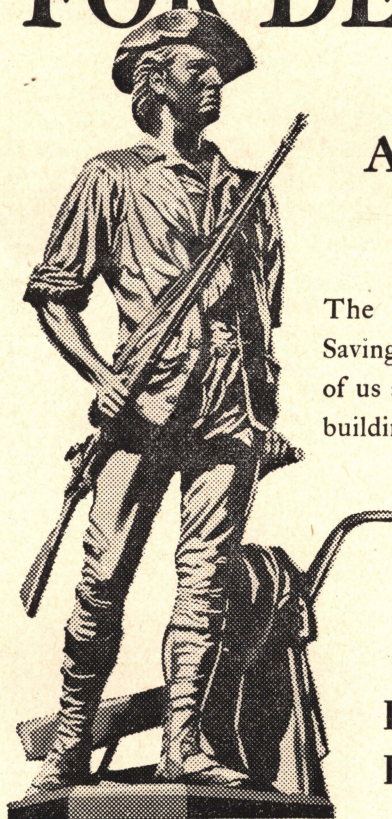
* * *

"I'm a fellow who carries a knockout in either hand."

"Oh, do you box?"

"No, I do an adagio dance with two stunning girls."

FOR DEFENSE



BUY A SHARE IN AMERICA

The new United States Defense Savings Bonds and Stamps give all of us a way to take a direct part in building the defenses of our country.

This is the American way to provide the billions needed so urgently for National Defense.

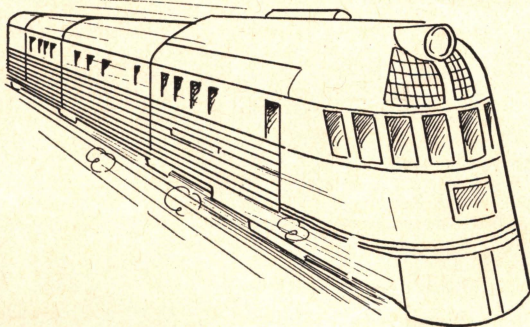
☆ United States ☆
DEFENSE SAVINGS
BONDS and STAMPS

COIN
MACHINE
REVIEW

23

FOR
MAY
1942

YOU GET STREAMLINE RESULTS FROM REVIEW CLASSIFIEDS



WHY? Because REVIEW classifieds have zip and sparkle. As modern as tomorrow's sunrise is the up-to-the-minute manner in which these small ads are set in modern type that glistens with salesmanship. Then too, REVIEW classifieds are easy to read for the punch catchline on each ad immediately gives the cue as to what the advertiser has to offer.

*We Challenge
'em All!*

THE REVIEW is definitely the classified leader in the monthly trade paper field. More classifieds appear in THE REVIEW than in any other monthly and the consistent appearance of the same accounts months in and months out proves that REVIEW classifieds get results. SPECIAL INTRODUCTORY RATE: 5c per word, \$1.00 minimum, and 3 times for the price of 2. Mail your copy for the June 5th deadline now. Send ads direct to

COIN MACHINE REVIEW

1115 VENICE BLVD.
LOS ANGELES

Dirty Jap Clicks

SAN ANTONIO—Harold W. Thompson, Seeburg distributor, really picked a winner when he started to offer "Hit the Dirty Jap" changeover units for use on radio rifle equipment.

Thompson has conducted an intensive advertising campaign on his units and as a result has been enjoying business from all parts of the country.

Corcoran Back On Coast

LOS ANGELES—William Corcoran, Pacific Coast representative for Buckley Music Systems, arrived here May 10th from a business trip to Chicago. Bill was impressed with the quick change overs in the plants of the industry and where games and phonographs used to arrive on shipping docks now ordnance equipment in huge quantities is being turned out.

* * *

"I'm going to enter Fido in the dog show next week."

"Do you think he'll win a prize?"

"No, but he'll meet some nice dogs."

* * *

Restaurant Cook: "Yes, sir, I was officers' cook for two years in the war and was wounded twice."

Diner: "You're lucky, man. It's a wonder they didn't kill you."

* * *

"I say, you're not still engaged to that Smith girl, are you?"

"No, I'm not."

"Lucky for you! How did you get out of it?"

"I married her."

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

The REVIEW CARRIES

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

WILL BUY FOR CASH

Also now selling: Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. (MAM-C)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (AMJ-C)

WANT TO BUY

Used Phonographs of all models. Top prices paid and immediate cash. GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles, Calif. (MAM-C)

SLOT MACHINES REPAIRED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone Citrus 3-3721. (TF-C)

WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

BARGAINS, NEW AND USED

Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

WILL BUY

Mills and Jennings Slots. Also salesboards, any types. Write full details. HENRY WEISS, 1307 N. Illinois Street, Belleville, Illinois. (MAM-P)

MIX EUREKA BRAND

Foreign Postage Stamps with vending machine candies for increased play; \$2.95 per thousand prepaid. E. O. LIKENS, Bethesda, Maryland. (MAM-P)

ONE SOUNDVIEW MOVIE MACHINE

Dime, coin-operated, Bell and Howell Projector, like new, cabinet similar to Panoram; price \$500.00, one-third deposit, balance C. O. D. Very beautiful machine. Wonderful tone qualities. Films can be rented by the week. JERSEY SPECIALTY CO., Route 23, Singac, N. J. (MAM-P)

WANT TO BUY FOR CASH

Bally Sports Specials, 5c and 25c Mills Blue Fronts, Cherry Bells, Melon Bells, Pace Comets, 2 - 50c Slot Machines and Single sand stands. EARL'S NOVELTY SERVICE, Crowley, Louisiana. (MAM-P)

I WILL BUY FOR CASH

A route of Music Machines, regardless of size or location. Please list equipment, condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

FOR SALE

Owls and Deweys, 5c and doubles 5c-25c; Caille Automatics 25c and 5c; all reconditioned. PETER PLATTES, St. Cloud, Minnesota. (AMJ-P)

TIMING DEVICES

Electrical or Mechanical for every coin machine need. We supply leading manufacturers. ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, Illinois. (AMJ-P)

BARGAINS

in Reconditioned Peanut and Ball Gum Vendors that look and operate like new. M. T. Daniels, 1027-R University, Wichita, Kansas. (AMJ-P)

FOR SALE

IN-A-BAG Venders, \$5.00; 1c Supreme, \$2.50; 1c Hershey Bar, \$2.00; Calvert Venders, \$3.00; Silver Kings or 1c Northwestern, \$3.50; Snacks, \$4.50; Monarch, \$4.00; Northwestern Triselectors, \$10.00; 1c and 5c Stewart & McGuire, \$3.00; Stands, \$1.50. A. J. HOFF, 1920 North Rose, Baltimore, Maryland. (AMJ-P)

SPECIALIZING REBUILDING

All Makes Slots—Maintenance parts galore. Jumbos, F. P., \$99.50. Phonographs, Consoles, Pin Games, Slots. COLEMAN NOVELTY, Rockford, Illinois. (AMJ-P)

MERCHANDISE MACHINES

25 U-Select-It Candy Machines, 54 bar capacity, \$25.00 each; Stands, \$1.50 each; 10 practically brand new Jennings In-A-Bag Peanut Venders, \$15.00 each. 1/3 deposit, balance c. o. d. BIRMINGHAM VENDING CO., 2117 Third Avenue North, Birmingham, Ala. (M-P)

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,

1115 Venice Blvd.
Los Angeles, Calif.

SEND CASH
WITH ORDER

5c a Word
3 Insertions
at Price of 2

Kindly insert the following ad _____ times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of \$_____.

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY _____

Name and address should be included in the word count.
Copy must reach Los Angeles office by first of each month.

THAN ANY PAPER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

24

FOR
MAY
1942

MORE CLASSIFIEDS

WANT TO BUY FOR CASH

Coin Operated Phonographs regardless of condition. Give make, model and lowest cash price. **CAPITOL AUTOMATIC MUSIC CO., INC.**, 460 West 34th Street, New York. (M-P)

MUSIC ROUTE FOR SALE

35 machines in Oakland nets \$300 week, all Wurlitzers except 1 Rock-Ola and 1 Maestro. 5-950's, 5-850's, 3-800's, 1-780, 2-700's, 9-600's, 5-500's, 1-24, 1 counter model all on location. 4 spares, 4,000 feet Zip cord, 2,000 feet shielded, 300 tubes, 11 loudspeakers, volume controls. Reply to **BOX 420, COIN MACHINE REVIEW**, 1115 Venice Blvd., Los Angeles, Calif. (M-P)

FOR SALE

San Francisco bay district, 300 Scales. Rock-Ola Lo-Boys, Toledos, Horoscopes, all located. Net income, \$500.00 per month. Price, \$20,000. **BOX 425, COIN MACHINE REVIEW**, 1115 Venice Blvd., Los Angeles, Calif. (MJJ-C)

FOR SALE

Bally Hi-Hand, \$172.50, like new; Jennings Chief, 5c slot, \$42.50. 1/3 deposit, balance C. O. D. **G. JOHNSON**, Box 122, Glenside, Pennsylvania. (M-P)

SAVE \$2.35 ON ESQUIRE

by entering or extending your subscription before July 15th. Instead of the newsstand rate of \$6 per year you can get **ESQUIRE**, for a limited time only, for only \$3.65, just a penny a day. All other magazines have increased their rates. This is probably the last time you'll be able to get **ESQUIRE** at this attractive price. Send your remittance today to **COIN MACHINE REVIEW Subscription Service**, 1115 Venice Blvd., Los Angeles, Cal. (MJ-P)

WANTED

Thousands of Penny Cigarette Machines to convert into Tax Free machines. **W. A. HUFFMAN**, Box 751, Taos, New Mexico. (MJJ-P)

FOR SALE

Kirk Guesser Scales, like new, \$80.00; Kirk Horoscope Scales, like new, \$65.00; Pioneer Guesser Scales, like new, \$40.00; Postage Stamp Machines, \$5.00 and \$10.00; Kirk Horoscope Scales, used, \$25.00 and up. **HECHT NIELSEN**, 1322 Congress Street, Chicago, Ill. (TF-C)

WILL TRADE

12-room Duplex in Los Angeles Wilshire-LaBrea district, income \$100 per month, for good marble game or slot machine route in the West. **BOX 435, COIN MACHINE REVIEW**, 1115 Venice Blvd., Los Angeles, Calif. (M-C)

HERE'S HOW - -

You can reach the 15,000 operators in the nation. **THE REVIEW** offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....\$15.00 per thousand

Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists.....\$25.00 per thousand

We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied.....\$6.50 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

COIN MACHINE REVIEW 1115 VENICE BLVD. LOS ANGELES, CALIF.

We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:

Folding letters, broadsides, circulars, etc.....\$1.00 per thousand (One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure (Added pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....\$1.00 per thousand

INDEX TO ADVERTISERS

MAY, 1942

This index is an editorial feature and is not part of the advertiser's contract. This publication assumes no responsibility for errors or omissions.

Alpha Distributing Co.....	14
American Society for Control of Cancer.....	4
Atlas Novelty Co.....	6
Badger Sales Co.....	5, 16
Baltimore Salesbook Co.....	11
Bluebird Record Distributors.....	20
Bromberg, Irving, Co.....	7
Brownie's Paint Shop.....	11
Buckley Mfg. Co.....	15
Chicago Lock Co.....	11
Condon, A. E., Sales Co.....	4
Corcoran, William.....	15
Empire Coin Machine Exchange.....	9
Gay Games, Inc.....	10
General Music Co.....	Cover 11
Gerett, M. A., Corp.....	21
Gutshall, Jack, Distributing Co.....	14
Herring, Milo J.....	22
Holdsworth Print Shop.....	4
International Mutoscope Reel Co.....	4
Jersey Specialty Co.....	10
Kelley-Mennes Mfg. Co.....	5
Laymon, Paul A.....	8
Lewis Music Publishing Co., Inc.....	19
Long Beach Coin Machine Co.....	9
Lorden, Les.....	10
Mape, E. T., Music Co.....	26
McNeil, E. C., Inc.....	12
Meyberg, Leo J., Co.....	21
Modern Coin Exchange.....	10
Mott Studios.....	12
Osborn Music Co.....	12
Permo Products Corp.....	20
Seeburg, J. P., Corp.....	Cover III
Shelley Radio Co.....	18
Shields, Percy.....	22
Simmons, W. E.....	17
Sonart Record Co.....	19
Stewart Novelty Co.....	6
Sullivan-Nolan Advertising Co.....	9
Thompson, Harold W.....	6
Tice Mfg. Co.....	9
U. S. Treasury.....	Cover IV
Victor Record Distributors.....	20
Vogt, R. F., Distributors.....	7
Western Distributors.....	8
Wolf Sales Co., Inc.....	16
Zeigler Insurance Agency, Inc.....	5

COIN
MACHINE
REVIEW

25

FOR
MAY
1942

JUNE 5

IS THE BARGAIN MART
DEADLINE FOR NEXT ISSUE
— SEND COPY TODAY —

IN THE INDUSTRY!

Mention of **THE COIN MACHINE REVIEW** is your best introduction to our advertisers.

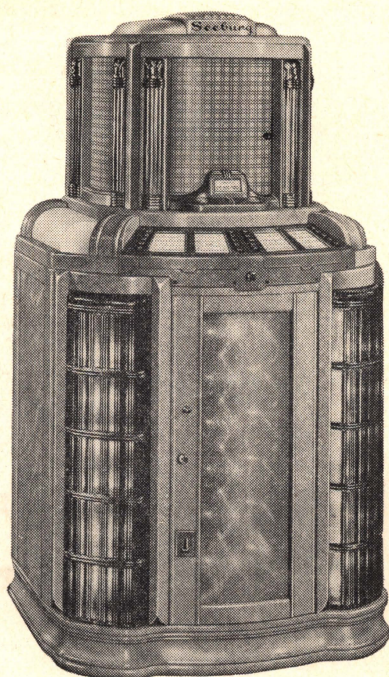
"We'll See It Through!"



COIN
MACHINE
REVIEW

26

FOR
MAY
1942



The 1942 Hitone
SYMPHONOLA
—the Last Seeburg
for the Duration

JUST as our soldiers, sailors and marines on the far flung battle fronts will see it through, we here at Mape Music again reiterate that we will see it through on the home front for the many operators we have served in the past. Our doors will be swinging open for the duration and a competent staff will be on hand to serve your every need and to be of as much service as possible to the one great asset any distributing organization can have . . . ITS CUSTOMERS!!

SERVICE . . . "for the Duration"

In the months ahead very few new phonographs will be on the market and before long used equipment will also be scarce. It therefore behooves every operator to watch his present equipment, keep it in perfect working order and at its maximum earning capacity. Your SEEBURG equipment is built to stand heavy usage for years. It will safely see you through these war months IF you take care of it properly. Let us help you keep it in top working condition. Factory-trained technicians are ready to serve you at each of our offices. Now, more than ever before, the value of Seeburg-built equipment will justify the confidence operators have placed in it for over forty years.

A WORD OF CAUTION! . . . During these months when no new equipment is available there will be any number of outlandish offers made by various parties who have used equipment, routes, etc., to sell. Before acting on any such offers consult with us. We can intelligently inventory any equipment available and arrange a deal that will save you money. Before you buy, talk it over with us. There is no obligation and no charge for this advisory service.

SO . . .

. . . regardless of whether you want a dime spring, a twenty-five cent war stamp, or just want to say "hello" we'll be waiting and anxious to greet you at any time at all of our offices. We're here to serve you and we await your commands.



"REMEMBER PEARL HARBOR — KEEP 'EM FLYING"

E. J. Mape Music Co.

1701 W. Pico Blvd.
LOS ANGELES

(GARRISON SALES CO.
1002 W. Washington
Phoenix, Ariz.)

284 Turk Street
SAN FRANCISCO



IT WAS ALRIGHT THEN...

Ed used to
GO HERE

I used to service
THIS PLACE
JUST ACROSS THE STREET



... But that was before Pearl Harbor...

... But that was before Pearl Harbor ... that was when Ed and I were competitors ... but as I said before ... Ed and I got together and we really feel good about helping Uncle Sam ... and at the same time helping ourselves stay in business. Ya know, it kinda makes me laugh now when I think of it. When I first put the deal up to Ed, he said to me, "Tommy, how the h - - I are you and I ever going to get together on anything. Sure, you're O.K. but business is different!" Anyway, the important thing is, Ed still owns his business and I own mine ... and this combination has resulted in a saving on manpower, materials and service that Uncle Sam is now using to great advantage. Heck! When we went over the whole thing we found that all our spots were along the same routes

... in many instances, right next door to each other! Now one truck does the work more efficiently than two used to do ... one service man, instead of four ... one collector instead of three ... and materials that Ed couldn't use, I could use and vice-versa. And the best part of it all is, location owners are completely satisfied with the service. I think Ed and I have hit on a practical idea here that music operators all over the country could get together on. Uncle Sam needs the manpower and materials ... music is essential to the morale of Our Nation—MUSIC OPERATORS CAN HELP DO BOTH! And don't forget guys ... let's buy and sell more of those "knockout drops" (war bonds) for the boys on the other side of "the drinks"!



HOW TO CHANGE THE MAPS
of the
NAZIS, MUSSIES and JAPS
Keep on buying more
WAR BONDS
and **STAMPS!**

To Go Ahead ... Go
Seeburg
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. • CHICAGO

*Remember! Your Seeburg equipment
is built for many years of dependable
service! Take care of it and it will take
care of you!*

See Your Seeburg Distributor Today!

E. T. MAPE MUSIC CO.

284 Turk St., San Francisco
1701 W. Pico Blvd., Los Angeles

JACK R. MOORE CO.

1615 S.W. 14th Ave., Portland, Ore.
100 Elliott West, Seattle, Wash.

N. 7-9 Bernard, Spokane, Wash.
122 E. Second South, Salt Lake City, Utah

INDUSTRY ANSWERS THE CALL!

A WAR MESSAGE to ALL EMPLOYERS ★ From the United States Treasury Department ★

Winning this War is going to take the mightiest effort. America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in immediately enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through your pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee.

To get full facts on installing the Pay-Roll Savings Plan, write TODAY to: Treasury Department, Section C, 709 12th Street, NW., Washington, D. C.

U. S. Defense BONDS ★ STAMPS
This space contributed to National Defense

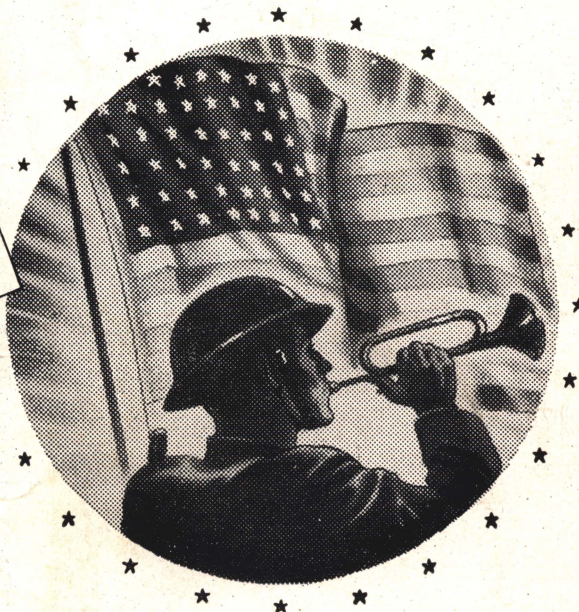
DSS BP-28

each time his allotments accumulate to an amount sufficient to purchase a Bond. You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the best, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
4. It reduces the percentage of Defense financing that must be placed with taxes, thus saving our emergency financing on a sounder basis.
5. It builds a reserve purchase of power for the postwar purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.

32,145 Firms With Over 17,700,000 Employees Have Installed the . . . PAY-ROLL SAVINGS PLAN



Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan; with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, VICTORY BEGINS AT THE PAY WINDOW.



Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please
rush full information regarding
the Pay-Roll Savings Plan.

NAME
POSITION
COMPANY NAME
ADDRESS
NUMBER OF EMPLOYEES



MAKE EVERY PAY-DAY... BOND DAY! U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE

GPO 16-26944-1

Form No. DSS-280